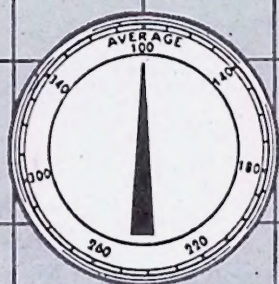


*The Pulse of the Motion Picture Industry*

# BOXOFFICE

167%



The Great Caruso

MGM

142%



The Thing From Another World

RKO



Father's Little Dividend

MGM

139%

**COVER STORY:**

**QUARTERLY FIRST RUN REPORTS**

... See Page 28

Entered as second-class matter at the Post Office at Kansas City, Mo., under the act of March 3, 1879.

CANADIAN EDITION

JUNE 30, 1951



M-G-M's  
**"SHOW BOAT"**  
 NEW and TECHNICOLOR, too!



## POEM FOR SHOWMEN

For easy sailing  
 Please take note  
 Of Leo's Hits!

"Don't miss the boat!"

"THE GREAT CARUSO's"\*

Noble voice

Makes M-G-M the

Nation's choice—

There's "GO FOR BROKE!",

"EXCUSE MY DUST",\*



CARUSO Sings!  
*The nation listens!*



"RICH, YOUNG  
 AND PRETTY"  
 M-G-Musical,  
 Big as usual!



"EXCUSE MY DUST"  
*Fun! Romance! Songs!*



"GO FOR BROKE!"  
 "Battleground" successor!

*(Continued next page)*





"STRICTLY  
DISHONORABLE"  
*Former star of  
"South Pacific"!*



"LAW AND THE LADY"  
*Star-Studded comedy!*



"TERESA"  
*3rd Month, N. Y.  
A new star arrives!*



"ANGELS IN THE  
OUTFIELD"  
*Coast Flash predicts Smash!*



"PANDORA"  
*has everything!*

*(Continued from preceding page)*

## "RICH, YOUNG AND PRETTY"\*

Is a must!

The asterisks\*

Convey to you

Those films with

Technicolor, too.

You need the best at

Summertime

So here are more

(Without a rhyme):

"Strictly Dishonorable",

"People Against O'Hara",

"Law and the Lady",

"Teresa",

"The Tall Target",

"The Strip",

"Angels in the Outfield" —

And, among Fall Releases,

"An American In Paris",\*

"Pandora and the Flying Dutchman",\*

Etc., etc.



"PEOPLE AGAINST  
O'HARA"  
*Sock!*



"TALL TARGET"  
*Thrills!*



"THE STRIP"  
*Musical Melodrama!*



"AN AMERICAN  
IN PARIS"  
*Masterpiece of  
Musicals!*

**P. S.**

And let us not forget this Fall

"QUO VADIS" comes to top them all!





HARRY BRANDT - RUTH J. KRICKLER - E. HENSLEY - MRS. E. A. KEITH - STANLEY GROSS - JACK EBERSBERGER - NICK BURROUGHS - WALLACE SICKELS - A  
 INNY GIACHETTI - BALLARD - SH - GUS BOEMI - DALE MC - JOE ANCH - WEDEL - P. GERSON - Y EMANUEL - ROBERT L - MURPHY - AL - SHAYLE - H.C. VOGELP - RED MORIN



# THEY SAW

"Know for a fact that Warner Bros. has 4 of the greatest pictures to be released this or any other year!"

"Four pictures that should really set new records at the box office!"

"Will ring the bell at box offices in theatres throughout the nation!"

"Without a doubt they will prove four of the biggest hits this season!"

"Congratulations to you and your company for giving exhibitors renewed confidence in the future of the industry"

"Just what the industry needs!"

**Note:** Ever since our 'Look Forward' show we have been swamped with the enthusiastic wires and letters showing. As time doesn't permit reproduction, we've selected the ones that we are most grateful to you for all the praise.

**WARNER**

VATORE ADORNO JR. - GEORGE H. WILKINSON JR. - MURRAY HOWARD - JOHN PETROSKY - RUSSELL BARRETT - NICK BRACKATES - GLEN S. McCLAVE PLATT - CHAR - W - G - DI - ZER - VERN - J - S - T - TOLIS  
 LAND STONEBROOK - IAR - JO - LUE - MORRIS JAC - JACK - AT - CHUCK  
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 AN - GEORGE POWELL - JACK HARRIS - DAN JACKSON - ANDY GRAINGER - MAX FE  
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 - DR. ROBERT MELI

## LOOK FORWARD! GO FORWARD! W

**"JIM THORPE — ALL AMERICAN"** starring **BURT LANCASTER**  
 and **CHARLES BICKFORD STEVE COCHRAN PHYLLIS THAXTER**  
 directed by **MICHAEL CURTIZ** produced by **EVERETT FREEMAN** Screen Play by **Douglas Morrow** and  
 Everett Freeman music by **Max Steiner** Jim Thorpe, Technical Advisor

**FARLEY GRANGER RUTH ROMAN ROBERT WALKER**  
 in **ALFRED HITCHCOCK'S "STRANGERS ON A TRAIN"**  
 with **Lao G. Carroll** Screen Play by **Raymond Chandler** and **Cenzil Ormonde**

The Pulitzer Prize and Critic's  
**"A STREETCAR NAMED DESIRE"**  
 starring **VIVIEN LEIGH**  
 screen play by **TENNESSEE WILLIAMS**  
 As Presented on the Stage by **Irene**



# A Streetcar Named Desire



# Captain Horatio Hornblower

COLOR BY Technicolor



# THE FOUR

"They will swing the business back on the upgrade wherever they are played!"

"Look forward, go forward with Warner Brothers' is our battle cry from here on in. Have personally instructed our bookers to block out additional playing time in our town for the future!"

"Puts your company way out in front!"

"You have given exhibitors much needed inspiration and we look forward to the future with optimism!"

AND THERE'S MORE!

# FORT WORTH



TECHNICOLOR

It's ahead of 'COIT 45'! Ahead of 'DALLAS'! in its 500 opening dates!

## WITH WARNER BROS.!

As Award Play  
**"A STREETCAR NAMED DESIRE"** An ELIA KAZAN Production Produced by CHARLES K. FELDMAN  
 and MARLON BRANDO directed by ELIA KAZAN distributed by WARNER BROS. PICTURES  
 (BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE," BY TENNESSEE WILLIAMS  
 Adapted by MORT WEISBERG)

GREGORY PECK VIRGINIA MAYO  
**"CAPTAIN HORATIO HORNBLOWER"**  
 directed by RAOUL WALSH Screen Play by Ivan Goff & Ben Roberts and  
 Aeneas MacKenzie From the Novel by C. S. Forester

RANDOLPH SCOTT "FORT WORTH"  
 also starring DAVID BRIAN PHYLLIS THAXTER  
 directed by EDWIN L. MARIN produced by ANTHONY VELLER  
 written by John Twist





**PICTURE  
OF THE  
WEEK**



# PEOPLE WILL TALK!

And they'll talk about the new Darryl F. Zanuck production "People Will Talk," directed by Joseph L. Mankiewicz. It's a smart, hilarious comedy from the famous 20th Century-Fox movie-makers starring Cary Grant and Jeanne Crain. Walter Slezak and Sidney Blackmer (above) are also in the gabfest directed at the charming Miss Crain.

(Advertisement)



## THE NATIONAL FILM WEEKLY

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## UNFAIR DISCRIMINATION

EXHIBITORS are rightfully protesting the House of Representatives passage of a bill exempting so-called non-profit organizations from the 20 per cent Federal admissions tax, such as is assessed on ticket sales by motion picture theatres and other amusement enterprises. In many instances this exemption will apply to community-operated motion picture projects which are in direct competition with regular motion picture theatres. This is grossly unfair, giving still further advantage to competitive factors, which, in themselves, under the guise of "charity," cut deeply into the incomes of legitimate local theatre operations.

It would seem that the industry was caught napping by the passage of this bill. There is no proof to the contrary, so the allegation by Sam B. Kirby, president of the Independent Theatre Owners of Arkansas, that industry members were not on the job when this measure was docketed, may be valid. Nevertheless the valiant fight put up by the taxation and legislation committee of the Council of Motion Picture Organizations prior to the Korean outbreak—and the near success of this effort—would seem to indicate that the industry was alert to the adverse legislation in prospect. If not, this should serve as a warning that the tax and legislative posts in Washington—and in state legislatures—must have constant watching.

There is still a chance that this measure may or can be defeated, when it reaches the Senate Ways and Means Committee, where amendments will be considered. How good that chance is depends upon the force of pressure brought to bear by individual exhibitors, as well as by their organization leaders, upon their representatives in Congress. All exhibitors are urged not to delay in registering their protests. At the same time COMPO's tax and legislation committee should be quickly called into action to do as effective a job as it did on the Federal tax a year ago.

\* \*

## Extra Effort, Extra Profits

In our comment last week on national, as well as point-of-sale, promotion, we touched only briefly on the latter. There has been a good deal of accusation made by distributors within the past year or two that exhibitors have been downright negligent in their attentions to this part of their operations. We have heard appalling reports of how little, if any, advertising far too many theatres are doing. But we also have been shown evidence of remarkable business increases where exhibitor effort has been commensurate with the potential and the attraction investment.

In a search for facts, we embarked upon a private investigation, so to speak, and went on an inspection tour of one of the larger ware-

houses of National Screen Service. Not only did we see how inadequate were the accessory orders by many theatres on pictures that merited far greater promotional efforts, we also saw shelves and floors piled high with unused lithographs, from ones to 24-sheets, lobby cards, colored photos and stills and mats. Heralds, which had been used into the millions when showmanship was in its prime, went begging for orders. It hardly paid to print up the small quantities that were now required. In exceptional instances, usually the result of "drives" on herald sales, substantial quantities were used. And, of course, these proved their worth in extra ticket sales.

Stills, that once were found to be great sales ammunition in attracting passersby and sort of "sampling" to them scenes from the pictures, were virtually a forgotten tool of selling. Twenty-four sheets, printed at great cost, almost had to be forced on exhibitors—even offered free of cost, if only they would post them—are gathering dust on accessory shelves and in bundles ready for the junk pile. In an age when so much of the U.S. population virtually lives on wheels, even if only on the way to a drive-in theatre, the billboards on the highways and on city streets would seem to be most essential for attracting public attention. Fortunately, there are exceptions. But it is the rule of the extensive misuse of merchandising materials for which there is justifiable complaint and to which is laid considerable of the the cause of the drop in theatre attendance.

The exceptions are, indeed, bright spots. But, even in some of these, it took "insistence" or, let us call it experimentation, that stemmed from the distributor's conviction that his pictures would do better, if they were better promoted by the exhibitor. In these instances, the accessories were sometimes furnished free of charge for the purpose of the "test" by the distributor. In every case of which we saw the result reports and which we checked with the exhibitors involved, the business increase over what had been the average for months and months was startling. It was pointed out that in most small towns newspaper rates are low enough for a theatre's advertising to dominate the page at very low actual, not just comparative, cost. Where newspaper lineage was upped, so was the theatre's business.

The good results that came out of these experimental cases suggest that it would prove worth while for all exhibitors to follow the example—even those who feel they are doing all they should be doing. They may surprise themselves in the discovery that an extra measure of merchandising effort will produce an extra measure of patronage and profits.

*Ben Shlyen*



# THEATRE TV CONTINUES STRONG; SECOND TELECAST ALSO AN SRO

## Fight Goes Into 11 Houses With 34,848 Customers; Some Up Admission

NEW YORK—The second exclusive theatre telecast of a boxing bout—the Jake La Motta-Bob Murphy encounter at the Yankee Stadium Wednesday (27)—was a smashing success like the Louis-Savold fight. Eleven theatres screened the second, while only nine showed the first.

Another theatre telecast is scheduled for July 12 for the Rex Layne-Rocky Marciano heavyweight battle at Madison Square Garden.

### REPORT 8,000 STANDEES

The 11 theatres which showed the La Motta-Murphy fisticuffs filled their 26,848 seats and had an estimated 8,000 standees, or a total of 34,848 customers. Three houses raised their scales. Together they more than covered the guarantee of \$10,000, or 40 cents a seat.

The houses that raised their scales were the Stanley, Philadelphia, which went up 35 cents to \$1.25 top, the Fulton, Pittsburgh, which practically doubled its scale by charging \$1.50 and introducing a reserved seat policy, and the Lincoln Theatre, Washington, which jumped from 50 cents to 74 cents in order to equalize with RKO Keith's.

The significance of the event again impressed itself on both the boxing promoters and exhibitors. At the Yankee Stadium there were 21,257 spectators who paid \$116,690. Again, more spectators saw the fight in theatres than saw it at ringside.

Some of the exhibitors learned from their first experience. They closed for an hour or two before the evening show in order to get the matinee audiences out. Some discontinued matinee ticket sales as early as 3 p. m. to make sure the patrons would finish a full film show before the early evening crowds began to line up.

Even the standing room was sold out at the Stanley Theatre, Philadelphia, at 7:30 p. m. When the Palace at Albany opened for the evening there were long lines waiting.

### REPEAT SHOW IN CHICAGO

The State-Lake, a Balaban & Katz house at Chicago, again demonstrated the boxoffice utility of its Paramount tube-to-film television equipment. This was the only house of the 11 which used this system. A huge crowd could not get in for the first show, so the management put it on for a second time.

The only house that did not report a sellout was the Lincoln, a Negro house at Washington. This theatre rented a small RCA TV projector for the Joe Louis fight and used the same apparatus again for the LaMotta-Murphy battle.

The houses showing the fight were:

Philadelphia—Stanley; Pittsburgh—Fulton; Albany—Palace; Chicago—State-Lake and Tiroll; Washington—RKO Keith's and Lincoln; Baltimore—Loew's Century and Metropolitan; Richmond—National; Cleveland—RKO Palace.

## Independents Back Pay-as-You-See TV

Hollywood—First industry organization to go on record in favor of the principle of pay-as-you-see television which it claims can greatly increase motion picture revenues is the Society of Independent Motion Picture Producers. The society at its annual meeting Wednesday (27) unanimously passed a resolution asking the Federal Communications Commission to "speedily license" subscription television systems, which it contends will not only "afford the public a more abundant opportunity to enjoy quality pictures" but would also expand the film market "without artificial limitation or restriction."



Ellis Arnall

At the same session Ellis Arnall was re-elected president for another term and the entire incumbent slate of officers was retained.

The SIMPP represents such independent filmmakers as Walt Disney, Samuel Goldwyn, Stanley Kramer and Edward Small, as well as more than 30 other producers.

## Opponents of Boxoffice Television Marshall Forces for An Attack

NEW YORK—Exclusive theatre television, as it calls for closed circuit telecasting of important sports events and possibly other prospective big-screen entertainment features, is being challenged — and the challenge may set the scene for a court test.

A group of 10 New Yorkers, nine of whom are attorneys, have organized a "Fair Television Practices Committee" and in a statement announced they were ready to go before the Federal Communications Commission and, if necessary, to the courts, to combat what they said were "the evil practices threatening television."

The committee characterized the trend of theatre televising of sports events as "pernicious" and said the practices which it is opposing include:

"1. The trend to charge TV set owners for the right to view particular broadcasts as exemplified by Phonevision, which was tried experimentally in Chicago and

"2. The trend to discriminate against certain TV set owners by deliberately channeling broadcasts away from designated areas into restricted areas, as occurred in the Louis-Savold fight."

The committee, which is headed by Jerome W. Marks, is to ask the FCC "to revoke, suspend and/or refuse licenses to any broadcaster indulging in . . . unfair practices"; petition broadcasters "to stay in line with sound public policy"; and "if necessary to commence legal action against broadcasters for acts violative of the Fifth amendment of the United States Constitution," and also "exercise the right to boycott and take other steps and measures as they may suggest themselves."

Marks said that until recently "it had generally been recognized that the purchase of a television receiver carried with it the

implied right to receive all programs free of charge."

Broadcasting, the radio-TV trade magazine, cautioned commercial telecasters not to worry too much about the possibility of losing the rights to important fights or such an event as the world series—as far as financial gain is concerned. The loss would be very small, since the time freed by a world series could very well be sold for other programs.

"The only element that stands to lose money by the theatrical usurpation of televised sports is, unfortunately, the public," the magazine said editorially. "Those people who bought television sets in the expectation of seeing their favorite sports on the air are not going to be pleased if, instead, they have to buy their way into the show at their neighborhood theatre."

"It seems to us that the theatres are invading an area where they have no reasonable business. They would do well to consider the possibilities if the situation were reversed. We daresay a theatre manager would holler for help if some enterprising telecaster put up a large-screen TV set, say, on a parking lot near his theatre and admitted the public free to see the regular evening TV programs."

The magazine further commented that "The television system in this country was founded on the principles that have made American radio the biggest and most successful broadcasting system in the world. The presence of radio sets in 96 per cent of all U.S. homes demonstrates that people favor this system. We doubt that they will desire a television technique that is diluted by boxoffice TV, either in theatres or home."

The trade journal expressed its policy this way: "The retail price of a radio or television set should be the total admission charge to hear and see programs on the air."



## Rush for Television Projectors Is On

By JAMES M. JERAULD

NEW YORK—Nothing since the introduction of sound has stirred more general excitement among exhibitors than the drawing power of the Joe Louis-Lee Savold televised pictures in nine theatres. The rush to get in orders for theatre TV projectors is on, but this doesn't mean that there will be widespread use of theatre television in the near future.

Too many hurdles remain on the course, with the Federal Communications Commission and the American Telephone & Telegraph Co. among them.

### STILL TWO YEARS AWAY

It may be two years or more before theatre television can become what one observer has described as "a revolutionary force that will convince distributors and exhibitors that they have to supply a new form of entertainment that can't be supplied on home receivers."

The battle is on. All opponents of the Columbia Broadcasting System's color have combined their talents to find an all-electronic substitute. They may come up with something by the end of this year. In the meantime the barrages of publicity statements will keep both exhibitors and owners of home receivers in a state of uncertainty and slow both the production and sale of black and white receivers.

Here are some of the uncertainties:

There are not enough coaxial cables or microwave relay stations in existence or planned to take on general hookups for exclusive theatre telecasts on top of the commitments already made to radio and television companies.

Coast-to-coast telecasts may become possible by the end of the year, but theatres may find it impossible to get time either on the cables or the air. Regional hookups for important sportscasts may be used, however.

What the Federal Communications Commission will do is the major mystery at present. Theoretically it will be possible to have 2,000 or more television stations by using the ultrahigh frequencies in addition to the very high frequencies now in use. Theatre men hope to get some of these channels.

### MUST CONVINCE FCC

First, they have to convince the FCC that exclusive theatre telecasts will be a public service. They are on the way to doing that now, but they can count on opposition because television is now at the crossroads.

Will it continue to be free to set owners, or will the owners have to pay for it?

Since Oct. 1, 1948, there has been a ban against building new TV stations. It will be continued indefinitely because of materials scarcities and the need for more technical information. Unless the A.T.&T. can increase its coaxial cable facilities tremendously or provide new microwave relays, the present jam on transmission facilities will become worse.

What has seemed to exhibitors like a one-sided battle, with the broadcasters and set manufacturers holding the important weap-

# Louis B. Mayer and MGM Are Parting Company

HOLLYWOOD—Other than the fact—now definitely determined after many months of



widely circulated rumors—that Louis B. Mayer will sever connections with MGM, of which he is the studio head, all of the wild conjecture anent his future plans, which has kept Cinemanía's gossip specialists abuzz, apparently has no confirmable basis at this time.

Such was the viewpoint of a source close to Mayer, forthcoming after it was more or less officially revealed that the industry veteran will on or about August 1 leave the company which he helped to found in 1924.

From Mayer on Monday (25) came a statement making known his definite plans to leave, but in no way hinting as to what he may have in mind after his departure. That statement said:

"It has been my great honor to have served as head of MGM studio activities since the birth of the company in 1924.

"I have great pride in its accomplishments and am grateful to and proud of the fine men

and women of the organization who have established the studio in the high position it has always held.

"Naturally I regret severing the ties and relationships that have been built up over the many years, but I leave with my very best wishes to the organization and to those connected with it, and for its future prosperity and success."

Mayer, it was said, has as yet made no commitments relating to his future industry plans and probably will reach no decision thereon until his resignation has been submitted to and accepted by Loew's, Inc., MGM's parent company.

Meantime the rumor mills were churning out such items as:

1. He has been offered a full partnership by Jerry Wald and Norman Krasna in their production unit at RKO Radio.

2. He might purchase J. Arthur Rank's holdings in Universal-International, together with other stock, to share operating control of the company with William Goetz and Leo Spitz.

3. He might purchase a part of controlling interest in Columbia Pictures from President Harry Cohn.

4. He may form his own production and distribution organization.

Of course, none is capable of confirmation.

ons, now is a two-way fight that can upset many calculations.

The Supreme Court decision permitting Columbia Broadcasting System to show color films by its revolving disc process was an earthquake to the broadcasters and set makers who have been doing a lot of talking about color television, but have been delaying it to protect the investments of set owners and makers so long as the gold-rush aspects of the business continued.

The CBS "premiere" of color, even though it could be seen by only a few hundred persons, had the effect of the washout of a dam. Everybody is trying to ride the current.

### NEW RCA EXPERIMENTS

RCA immediately announced that it would stage a series of field tests starting July 9 over WNBT on Channel 4. These programs will be receivable on black and white sets, but not in color. At least 100 sets will be equipped with the RCA color tube.

Set manufacturers and sellers are in something bordering on a panic. Philco Corp. announced Friday (22) that it would suspend production of home receivers for four weeks.

The National Retail Dry Goods Ass'n was told to push color receivers because these soon will be regarded as replacements and new trade-in problems will arise. Another member of this group said the saturation point had been reached on set sales.

The expected stampede to get RCA theatre TV projectors began a few days after the Louis-Savold fight. Orders for 28 have been announced in the past few days. How many others are in is a trade secret up to the present.

The Illinois Allied unit, headed by Jack Kirsch of Chicago, decided to ask Abram F. Myers, general counsel, for advice on how to best get in on the television rush.

After a series of announcements by Paramount which showed the company has made some important improvements in its tube-to-film apparatus—that it has a color tube, and, in addition, coin-in-the slot apparatus for home receivers—a period of silence developed. This will be broken at the FCC hearings next month when the frequency allotment hearings start.

### MGM, PARA. IN RACE

Some months ago when Commander E. F. McDonald of Zenith was hurling a barrage of publicity to get films for its Phonevision tests—a system that requires the help of the telephone companies—he pressured the Department of Justice into inquiring whether the film hold-back was a conspiracy to restrain trade. If that happens again, Paramount and probably MGM will have competitive collection systems which they claim are superior to Phonevision. It may be a long time before either of these goes on the market, but they are now factors in the competitive struggle.

Balaban & Katz in Chicago, using the Paramount tube-to-film system, showed the Louis-Savold fight in several theatres. The International Boxing Club protested that this was not in the original agreement, so B&K probably will dicker for film duplicating rights in the future.

The results of this may be far-reaching because regional groups of theatres could be serviced quickly in this way in both color and black and white.



# Pulse Beats

## Screen Star Salaries Placed Under Wage Stabilization

Stabilization board rules persons whose earnings are contracted individually are subject to stabilization, unless specific rulings to contrary are handed down by board.

★

## H. Graham Morison Leaves For West Coast Parleys

The assistant attorney general and anti-trust division chief will confer with Los Angeles area exhibitor heads on complaints lodged over zoning and other theatre problems.

★

## Three More Legislatures Close Their Sessions

California and Ohio bodies adjourn and Missouri lawmakers recess until September 15; still no antitrust bills passed and only six such groups continue in session.

★

## Chicago Alamo Theatre Sues for \$1,980,000

Owners Arthur Sass and Verne Langdon ask triple damages against eight major distributors; charge defendants withheld films until nine weeks after first run Loop closings.

★

## O. F. Sullivan of Wichita Files Suits in Two States

Independent circuit head takes "protective measure" since the statute of limitations in Missouri is five years while the limitations in Kansas is three years.

★

## Telemeter Tests on Coast To Be on Technical Basis

No programming planned for present, says Paul Ralbourn, Paramount vice-president; company wants to find out how well apparatus works before making more elaborate use of it.

★

## Leonard H. Goldenson Plans TV-Theatre Talent Hunt

Would be conducted nationally on ABC television network with the winners to be given opportunities to appear on United Paramount Theatre stages.

★

## Television Set Production Cut Back Sharply in May

Report reveals 28 per cent below April and 54 per cent below the average for first 1951 quarter; 339,132 TV sets manufactured in May; 469,157 in April; first quarter average 733,223 receivers.

★

## Texas Film Salesmen to Share In Promotion Campaign

Statewide boxoffice drive to be staged under auspices of COMPO in the fall; 60 salesmen will visit 1,500 exhibitors and give two weeks of time, starting August 15.

# TOA Fighting Exemptions To Non-Profit Groups

NEW YORK — The Theatre Owners of America will put up a vigorous argument against exempting non-profit organizations from the 20 per cent ticket tax before the senate finance committee which started hearings on the general tax bill Thursday (28). The hearings will last several weeks, it is expected.

TOA representatives will be Gael Sullivan, executive vice-president; Herman Levy, general counsel, and Julian Brylawski, Washington exhibitor and TOA executive.

Sullivan has been discussing the problem at regional exhibitor meetings lately in New Mexico, Tennessee and Mississippi. There are more than 600 colleges equipped with 35mm projectors that could go into competition with theatres, he says. In one Texas town alone there are 6,000 college students.

Material has been gathered from all the regional units for presentation to the committee.

Abram F. Myers, allied chairman of the board and general counsel, has been getting the sentiment of all the regional units and intends to present the viewpoint of that organization.

Sullivan says that all the fly-by-night promoters who operate under the guise of charity could get together film shows and go into competition with established theatres in many places.

## Mutual Films to Produce, Distribute 16 Features

CHICAGO—Mutual Films Corp., a new national production and distribution company, was formed by independent distributors from 28 exchanges in the U.S. and Canada at a meeting at the Stevens hotel June 21. The company is completely financed to produce 16 features for the first year's program, according to Moe Kerman, president.

Other officers are: Joseph J. Felder, vice-president in charge of distribution; Jack Dietz, executive vice-president, and Hal E. Chester, vice-president. Dietz and Chester, who will be in charge of production, have returned to Hollywood, where they will start on the program.

Chester is terminating a five-year asso-

## 3,578 Drive-Ins in U.S.; Texas Leads With 372

KANSAS CITY—The United States had 3,578 drive-in theatres in operation on June 1, a survey conducted by the research department of BOX-OFFICE reveals. This number is substantially above what previous estimates had indicated—and is based on the most comprehensive census of outdoor theatres the industry has yet undertaken.

Because the drive-in theatre developed so rapidly, early records of the outdoor operations were in many instances inaccurate. This spring BOXOFFICE undertook to reexamine all records. Checked were the subscription records of the magazine, accounts of distributors, spot movie advertising accounts, records of the Motion Picture Ass'n of America and lists of many exhibitor associations.

Texas leads the country in drive-in theatres with 372. Ohio is second with 219 and North Carolina, surprisingly, is third with 215 outdoor theatres.

Following is the list compiled, state by state:

Alabama	81	Nevada	3
Arizona	18	New Hampshire	26
Arkansas	49	New Jersey	32
California	199	New Mexico	33
Colorado	39	New York	118
Connecticut	31	North Carolina	215
Delaware	5	North Dakota	8
Florida	121	Ohio	219
Georgia	110	Oklahoma	88
Idaho	29	Oregon	48
Illinois	159	Pennsylvania	184
Indiana	132	Rhode Island	8
Iowa	56	South Carolina	111
Kansas	63	South Dakota	16
Kentucky	79	Tennessee	85
Louisiana	56	Texas	372
Maine	29	Utah	34
Maryland	16	Vermont	20
Massachusetts	78	Virginia	99
Michigan	101	Washington	36
Minnesota	33	West Virginia	83
Mississippi	38	Wisconsin	50
Missouri	92	Wyoming	20
Montana	24		
Nebraska	32	Grand total	3,578

ciation with Monogram-Allied Artists to take the new post. He will end the association with the delivery of "The Hitch-Hike Killer," latest in the Joe Palooka series to which he holds screen rights. For this season he already has completed "The Highwayman," starring Charles Coburn and Wanda Hendrix, which Allied Artists will distribute.

Dietz is a veteran in production and has been associated in the past with Sam Katzman and with Monogram.

The titles of the pictures, which the executives jointly declared will fill the exhibitors' needs in the present market, will be: "Expedition Space," "The Man From Nowhere," "The Monster From Beneath the Sea," "Virgin Island Mutiny," "Rim Rock," "Ceiling 60,000," "The Frozen Planet," "Time Trap," "War Dance," "Submarine X-100," "Crime Unlimited," "The Prison Story," "Return of the Lost Patrol," "Mad Dog," "Are These Our Children?" and "Captain Hurricane."

## May Admissions Taxes \$2 Million Over April

WASHINGTON — Admissions tax collections in May totaled \$28,686,693, almost two million dollars over the April figure of \$26,782,776, the Treasury department reported Thursday (28), indicating a pickup in April grosses over the previous month.

Admissions continued to run under the 1950 level, however, it was reflected by the Treasury report, when the May tax collections amounted to \$30,227,056.

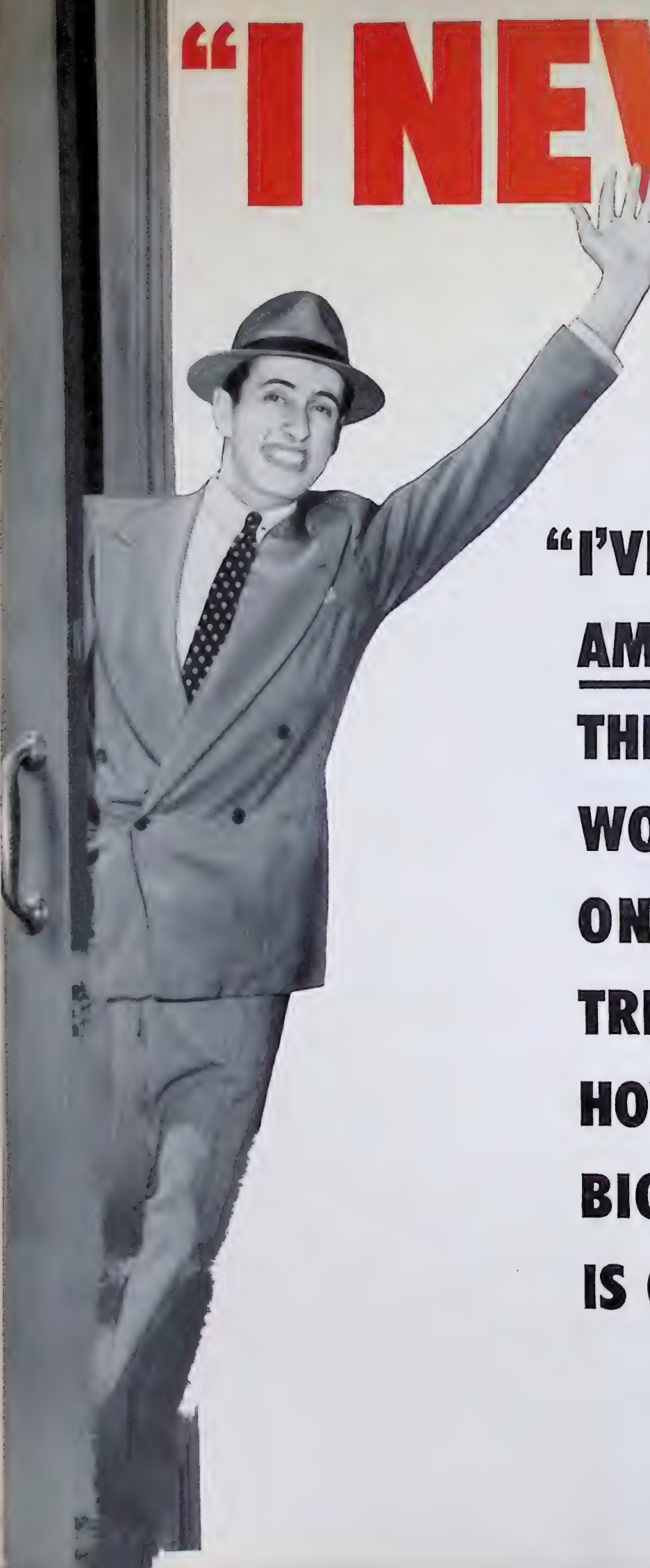




**AND NOW  
TWENTIETH CENTURY-FOX  
PASSES THE AMMUNITION!**



# **“I NEVER F IN**



**“I’VE SEEN WHAT WE’VE  
AMMUNITION! POWER  
THE INDUSTRY’S SHOW  
WORLD MOVIES ARE TH  
ONCE AGAIN **20** CO  
TREMENDOUS BARRAGE  
HOW THAT MADE SHOW  
BIGGEST OFFENSIVE  
IS ON! **LET’S ATTACK**  
**TOGETHER!****



# ELT BETTER MY LIFE!!”

**GOT—AND BROTHER, WE’VE GOT THE  
ED BY THE LEADERSHIP THAT SET OFF  
MANSHIP CRUSADE...AND TOLD THE  
E GREATEST OF ALL ENTERTAINMENT!  
MES THROUGH FOR YOU WITH A  
OF HITS—SUPPORTED BY THE KNOW-  
MANSHIP FAMOUS! THE INDUSTRY’S**





# "WE'VE GOT EVERYTHING YOUR PUBLIC WANTS!"

Unusual Stories — Tremendous star power — Technicolor galore — Spectacle attractions — Exploitation pictures to make a showman's mouth water.

A SENSATIONAL BEST-SELLER! A SENSATIONAL MOTION PICTURE!



## Take Care of my Little Girl

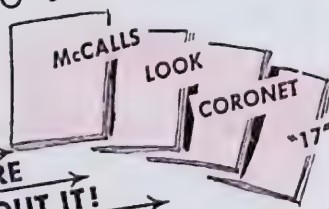
JULY

starring  
**JEANNE CRAIN**  
(YOUR MARGIE GAL!)

CO-STARRING MITZI ROBERTSON • GAYNOR • PETERS  
JEAN  
Jeffrey Hunter • Betty Lynn • Helen Westcott  
Directed by  
JEAN NEGULESCO • JULIAN BLAUSTEIN

Screen Play by JULIUS J. and PHILIP G. EPSTEIN  
Based on the Novel by Peggy Goodin

THE NATIONAL  
MAGAZINES ARE  
SHOUTING ABOUT IT!

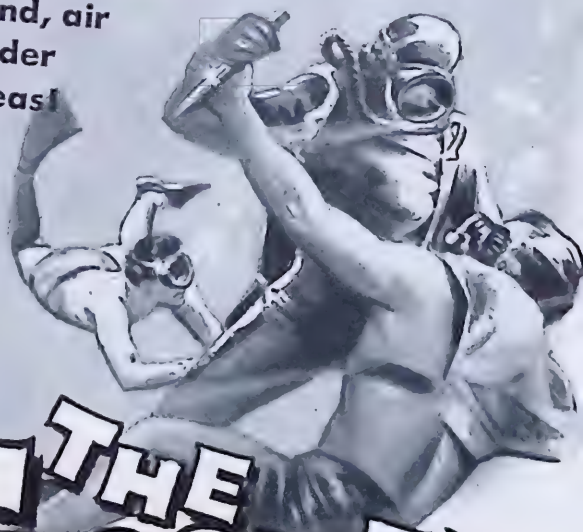


They're all talking about this keyhole view of sorority life!



## THE STORY OF UNCLE SAM'S UNDERWATER COMMANDOS!

Most unusual and stirring service picture ever made on land, air or under the seas!



JULY

## THE FROGMEN

starring  
**WIDMARK**  
RICHARD  
**ANDREWS**  
DANA  
**MERRILL**  
GARY

Produced by  
SAMUEL G. ENGEL  
Directed by  
LLOYD BACON

Screen Play by John Tucker Battle • Story by Oscar Millard



A wonderful story for the whole family—about the kind of guy that Everybody knows ....and loves

# THE GUY WHO CAME BACK

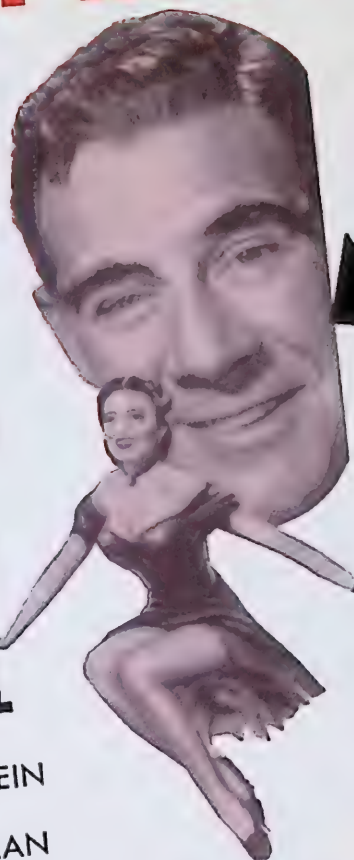
starring  
**PAUL DOUGLAS**  
**JOAN BENNETT**  
**LINDA DARNELL**

Produced by  
**JULIAN BLAUSTEIN**

Directed by  
**JOSEPH NEWMAN**

Screen Play by Allan Scott

Based on a Story in the Sat. Eve. Post by William Fay



**JULY**

It's gonna be a great 20th summer!

**AUGUST**

THE MOST UNUSUAL TRUE STORY  
IN THE ANNALS OF THE WEST!  
6 women against the Desperados!



# THE SECRET OF CONVICT LAKE

starring  
**GLENN FORD • GENE TIERNEY**  
**ETHEL BARRYMORE • ZACHARY SCOTT**

with ANN DVORAK • BARBARA BATES  
Produced by

**FRANK P. ROSENBERG • MICHAEL GORDON**

Screen Play by Oscar Saul  
Adaptation by Victor Trivas • From a Story by Anna Hunger and Jack Pollexfen

Put muscles in your boxoffice!



**AUGUST**

# FLASH!

JUST PREVIEWED "NO HIGHWAY IN THE SKY"! AUDIENCE CHEERS RINGING! JAMES STEWART EQUALS "BROKEN ARROW" TRIUMPH! MARLENE DIETRICH NEVER MORE FASCINATING! GLYNIS JOHNS, JACK HAWKINS, JANETTE SCOTT SUPERB! PRODUCER LOUIS D. LIGHTON RATES BIG BOW! DIRECTOR HENRY KOSTER THROWS SUSPENSE HAYMAKER! SCREEN PLAY BY R. C. SHERRIFF, OSCAR WILLARD, ALEC COPPEL MAKES NEVIL SHUTE'S ACTION-PACKED BEST-SELLER KIND OF ENTERTAINMENT EVERYONE'S WAITING FOR!







**"WE WILL  
PRODUCE  
A GREATER  
QUANTITY  
OF QUALITY  
PICTURES  
WHICH WILL SERVE  
AS A GREAT TONIC  
FOR OUR INDUSTRY  
AND ANSWER THE  
DEMAND OF THE  
MOVIE-GOING  
PUBLIC....."**

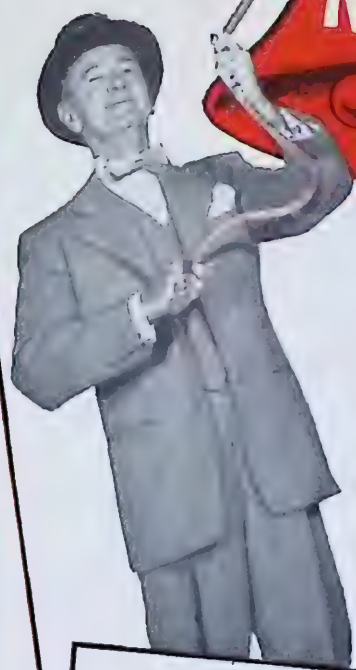
**AUGUST**

Belvedere is back in stride in  
a Big Broadway Stage Hit!

**CLIFTON  
WEBB**

in

**Mr.  
Belvedere  
Rings the Bell**



with  
**JOANNE DRU  
HUGH MARLOWE  
ZERO MOSTEL**

Produced by ANDRE HAKIM  
Directed by HENRY KOSTER  
Screen Play by RANALD MacDOUGALL  
Based on a Play by ROBERT E. McENROE  
Presented on the Stage  
by The Theatre Guild

Keep ringing  
the bell with  
20th!



**SEPTEMBER**

Bound to be the talk of the Year!  
From the year's top best-seller—  
already read by 3½ million people

**THE  
DESERT FOX**

Starring

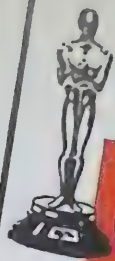
**JAMES MASON**

with CEDRIC HARDWICKE  
JESSICA TANDY • LUTHER ADLER

Written for the Screen and Produced by  
NUNNALLY JOHNSON  
Directed by HENRY HATHAWAY • From the Book by DESMOND YOUNG







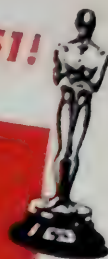
From the men who gave you "ALL ABOUT EVE"  
**THE DARRYL F. ZANUCK-JOSEPH L. MANKIEWICZ PICTURE OF 1951!**

**SEPTEMBER**

**CARY GRANT**  
**JEANNE CRAIN**



**PEOPLE**  
**WILL TALK**



Produced by DARRYL F. ZANUCK • Written for the Screen and Directed by JOSEPH L. MANKIEWICZ  
 with FINLAY CURRIE • HUME CRONYN  
 From the Play "Dr. Praetorius" by CURT GOETZ

**OCTOBER**

**20** - the King of  
 Musical-Makers

**BETTY GRABLE**

the "Box-office Queen"

**MACDONALD CAREY**

**MEET ME**  
**AFTER THE SHOW**

RORY CALHOUN  
 EDDIE ALBERT  
 GEORGE JESSEL • RICHARD HALL

Color by  
**TECHNICOLOR**



**OCTOBER**

A fresh modern romance of a  
 guy who married his landlord!

**A Wac In**  
**His Life**

(Temporary Title)

Directed by  
 Produced by JULES BUCK • JOSEPH NEWMAN  
 Screen Play by I. A. L. DIAMOND  
 Based on a Novel by Scott Corbett



**JUNE**  
**HAYER**  
 WILLIAM  
**LUNDIGAN**  
 FRANK  
**FAY**

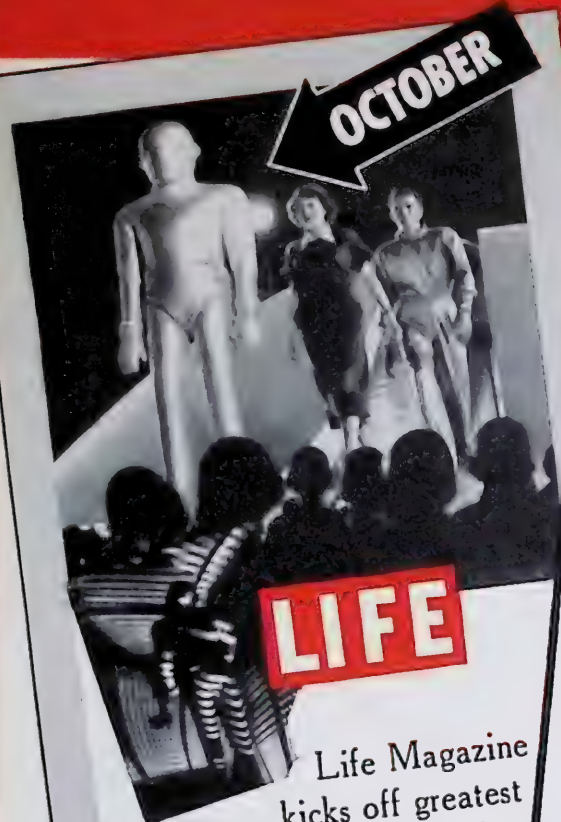
with **MARILYN MONROE**



The big ones keep booming!



# YOU BET YOU'RE PART OF THE 20 PICTURE!



**OCTOBER**

**LIFE**

Life Magazine  
kicks off greatest  
advance sale of the  
most outstanding science-  
fiction picture of them all!

## THE DAY THE EARTH STOOD STILL

starring

**MICHAEL RENNIE**  
**PATRICIA NEAL**

with Hugh Marlowe  
Sam Jaffe • Billy Gray

Produced by  
**JULIAN BLAUSTEIN**

Directed by  
**ROBERT WISE**

Screen Play by EDMUND H. NORTH  
Based on a Story by HARRY BATES

Line  
'em  
up  
with  
this  
great  
20th  
Lineup!



A romantic  
foursome in  
a warm and  
delightful  
story of what  
happens  
when the  
female strays!

**NOVEMBER**

**CLAUDETTE COLBERT**  
**MACDONALD CAREY**  
**ZACHARY SCOTT**

**LET'S MAKE  
IT LEGAL**

with Barbara Bates • Robert Wagner • Marilyn Monroe • Produced by  
ROBERT BASSLER • Directed by RICHARD SALE • Screen Play by F. HUGH  
HERBERT and I. A. L. DIAMOND • Based on a Story by MORTIMER BRAUS

**NOVEMBER**



It's Terrific! From the South Pacific!

Friendly G.I.'s!

Friendly Hula Gals!

**WILLIAM LUNDIGAN • JANE GREER • MITZI GAYNOR**  
**DAVID WAYNE • GLORIA DE HAVEN**

"Let's  
get  
friendly!"



**Friendly  
Island**  
Technicolor



"A body  
of woman  
—surrounded  
by males!"

with Gene Lockhart • Produced by FRED KOHLMAR  
Directed by EDMUND GOULDING • Screen Play  
by CLAUDE BINYON, ALBERT LEWIN and  
BURT STYLER • Based on a Story  
by Edward Hope





**A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"**

*Swashbuckling Romantic Action Hit!  
The Most Ferocious—and Beautiful—  
Buccaneer to Sail the Seven Seas!*

**NOVEMBER**

# ANNE of The INDIES

Color by **TECHNICOLOR**

Starring

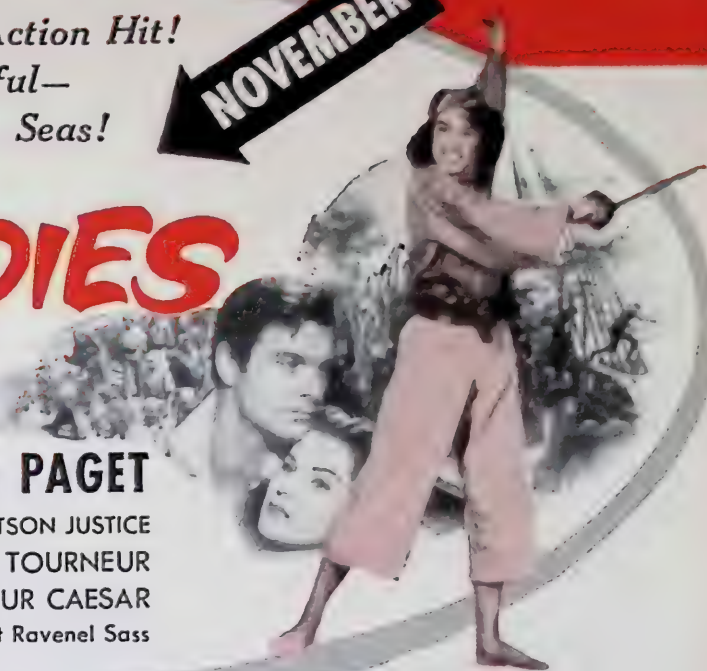
**JEAN PETERS • LOUIS JOURDAN • DEBRA PAGET**

with **HERBERT MARSHALL • THOMAS GOMEZ • JAMES ROBERTSON JUSTICE**

Produced by **GEORGE JESSEL** • Directed by **JACQUES TOURNEUR**

Screen Play by **PHILIP DUNNE** and **ARTHUR CAESAR**

Based on a Story by **Herbert Ravenel Sass**



**SOON!**



*You'll feel like  
a millionaire  
when the  
crowds start  
pouring in for  
this hilarious  
romance of  
a modern  
gold-digger!*

THOR PRODUCTIONS Presents

**FRED  
MacMURRAY • PARKER**

in  
**A MILLIONAIRE  
FOR CHRISTY**

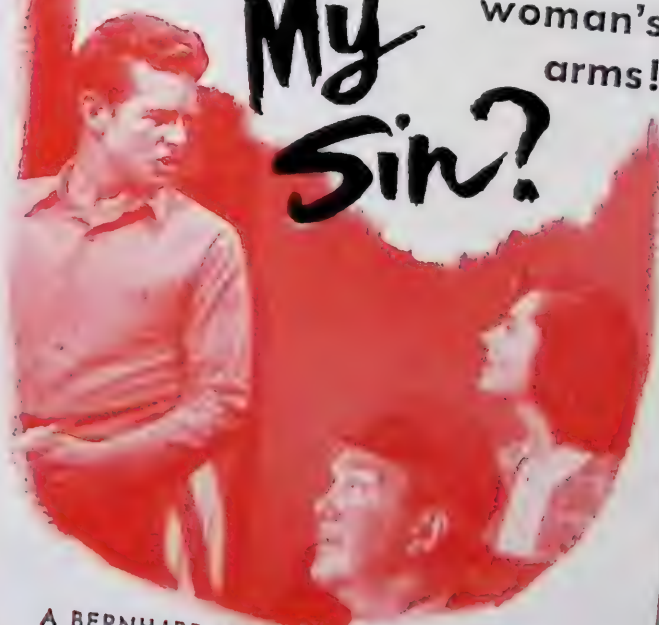
with **RICHARD CARLSON**

UNA MERKEL • KAY BUCKLEY • DOUGLAS DUMBRILLE  
Produced by **BERT E. FRIEDLOB** • Directed by **GEORGE MARSHALL** • Screenplay by **KEN ENGLUND** • Original  
Story by **ROBERT HARARI** • Released by 20th Century-Fox

**SOON!**

**What  
Is  
My  
Sin?**

*Lots to exploit in  
daring drama  
of a man  
who found  
himself—in a  
woman's  
arms!*



A **BERNHARD PRODUCTIONS** Presentation

Starring **STERLING HAYDEN**

**VIVECA LINDFORS • THOMAS MITCHELL**

Directed by **STUART HEISLER** • Produced by **JOSEPH BERNHARD** • Co-Producer **ANSON BOND**

Original Screen Story by **Anson Bond** • Screen-  
play by **Stephanie Nordli** and **Irving Shulman**

Released by 20th Century-Fox



Available for  
Special Engagements  
**SEPTEMBER**

# DAVID AND BATHSHEBA

Color by  
**TECHNICOLOR**



starring  
**GREGORY  
PECK**

**SUSAN  
HAYWARD**

with  
**RAYMOND  
MASSEY · MOORE**  
and a cast of many thousands!

Produced by  
**DARRYL F.  
ZANUCK · KING**  
Directed by  
**HENRY**

Written for the Screen by **PHILIP DUNNE**

**G**reatest box-office pic-  
ture in our history!  
National ad campaign  
will hit **1 Billion Readers!**  
3 nation-spanning tours  
all summer! Tremendous  
point-of-sale appropria-  
tion! They've never come  
Bigger-or Better pre-sold!

You  
read  
it in

**The Film**  
DAILY

"20th is  
running  
its own  
film  
festival"



## "WE ARE DETERMIN EXHIBITOR FRIEN RESOURCE AT OU



Available for  
Special Engagements  
**NOVEMBER**

# DECISION BEFORE DAWN

From the widely hailed  
Best-Seller, winner of  
the coveted Christopher  
Award, comes a tremen-  
dous achievement in  
motion picture making  
—destined for real great-  
ness—at the box-office  
and in the Screen's  
Hall of Fame!



ANATOLE LITVAK and FRANK MCCARTHY  
Directed by the man who gave you "The Snake Pit"  
**ANATOLE LITVAK**

with Richard Basehart • Gary Merrill • Oskar Werner • Hildegard Neff  
Screen Play by PETER VIETTEL • Based on the Novel "Call It Treason" by GEORGE HOWE

**ED TO BACK UP OUR  
DS.....WITH EVERY  
R COMMAND.....!"**



Have  
you  
ever  
felt  
better  
in  
your  
life!





# KEEP THEM COMING, DARRYL!

Just look at your 20th future! Here are only a few samples of pictures already rolling to guarantee your fortunes in '52!

## "I'LL NEVER FORGET YOU"

**TECHNICOLOR** (Temporary Title)

The great love story of the year—  
with an amazing science-fiction angle!  
Starring TYRONE POWER and ANN BLYTH.

## "ELOPEMENT"

That Belvedere Man, CLIFTON WEBB,  
running away with the year's funniest hit!

## "KANGAROO"

**TECHNICOLOR**

A whopping big outdoor spectacle  
from the director of "Halls of Montezuma"  
starring PETER LAWFORD, MAUREEN O'HARA!

## "GOLDEN GIRL"

**TECHNICOLOR**

A lavish musical with a novel gold-rush twist!  
MITZI GAYNOR, DENNIS DAY, DALE ROBERTSON  
supply the Dance, Songs, Laughs and Romance!

## "RETURN OF THE TEXAN"

All the canvas and action of the Great Texas Plains!  
Starring GARY COOPER as all America  
knows him best—wants him most!

## "YOU AND THE NIGHT AND THE MUSIC"

**TECHNICOLOR**

The song and heart-filled Jane Froman story  
starring SUSAN HAYWARD, THELMA RITTER,  
RORY CALHOUN, DAVID WAYNE!

## "VIVA ZAPATA"

A big, rousing, colorful action spectacle from  
John Steinbeck's story—directed by Elia Kazan—  
starring MARLON BRANDO, JEAN PETERS and MARGO!

## "RED SKIES OF MONTANA"

**TECHNICOLOR**

The exciting, outdoor drama of the fire fighters! Starring  
RICHARD WIDMARK, CONSTANCE SMITH, JEFFREY HUNTER.

## "BELLES ON THEIR TOES"

**TECHNICOLOR**

A new book sensation by the same authors and about  
the same wonderful family as "Cheaper By the Dozen".  
Starring JEANNE CRAIN

## KENNETH "LYDIA BAILEY"

ROBERTS' **TECHNICOLOR**

All the scope—and tremendous action of the acclaimed  
best-seller now comes to the screen!

THE INDUSTRY'S BIGGEST OFFENSIVE IS ON!

# LET'S ATTACK TOGETHER!



# THERE'S NO BUSINESS LIKE 20 BUSINESS!

CENTURY-FOX



## Eyssell New President Of Rockefeller Center

NEW YORK—Gus S. Eyssell has been elected president of Rockefeller Center, Inc., and Nelson A. Rockefeller, who has held the post of president, has become chairman of the board.



Since 1948 Eyssell has been executive manager of the entire Rockefeller Center development and since 1949 he has been executive vice-president of the Center as well as president of the Radio City Music Hall Corp. He will continue to hold the post of president of the Music Hall Corp. He has taken over his new duties.

Rockefeller's comment on the promotion was "during Mr. Eyssell's long association with the Center, he has made important contributions to its development and growth. His vision and imagination have been responsible for many of the innovations in which we of the Center take great pride.

"The members of the board are very much pleased that Mr. Eyssell has accepted this new responsibility and look forward to continued development of all that the Center stands for under his leadership."

Before he joined Rockefeller Center in 1933 as a member of the executive staff of the Radio City Music Hall, Eyssell was an executive for Paramount-Publix in California, Texas and New York. He began his film business career as treasurer of the Newman Theatre, Kansas City, in 1920.

## Teet Carle Heads Publicity At Paramount's Studio

HOLLYWOOD—Succeeding Norman Siegel, who resigned as the studio's advertising-publicity director, Teet Carle has been named Paramount studio publicity manager. Carle has been a member of the department for 11 years and has been the assistant department head since 1945.

Siegel, who did not immediately announce his future plans, had been a Paramount tub-thumper since 1945 and took over the top praise spot at the studio about two years ago.



Teet Carle

## Carroll Puciato Elected Realart Vice-President

NEW YORK—Carroll Puciato, in charge of branch operations for Realart Pictures, Inc., was elected vice-president at a board of directors meeting June 22. Frances Kingsley was elected assistant secretary and assistant treasurer.

The following officers were re-elected: Jack Broder, chairman of the board and president; Budd Rogers, executive vice-president, and Simon Lipson, secretary and treasurer.

# Men and Events

By JAMES M. JERAULD

## Judges Disagree

A JUDICIAL curiosity has cropped up in the Southern District of New York—conflicting decisions. Many months ago U.S. District Judge Vincent Leibel ruled in a suit brought by members of the ITOA that Ascapi could not continue to collect performing rights fees from theatres. Later Judge Nordbye at Minneapolis handed down a similar decision, Ascapi applied to the Department of Justice for a modification of a consent decree under which it had been operating.

Since that time Ascapi has been negotiating with producers for combined payments of both the recording and performance rights by the producers.

Recently, in a case hardly noticed by most exhibitors, Judge Charles A. Dewey said he couldn't see the difference between recording and performing rights, so he ruled that Foreign & Domestic Films, a member of Ascapi, couldn't sue for alleged infringement of copyrights which it had assigned to Ascapi. This, in effect, is a ruling that Ascapi must be the plaintiff.

Ascapi executives have failed to get excited about the conflicting decisions and nobody has indicated that the case will go up on appeal.

Ascapi spent many years in court and became involved in such a mass of legal and emotional complications that it probably will be satisfied to make recording and performing rights agreements with producers. This simplifies the whole procedure. Exhibitors will pay the increased costs, but they won't notice them.

Production-distribution companies already are involved in litigation up to their necks, so they are not likely to make any court moves. Judge Dewey's decision applies only in the southern district of New York until it goes up to the Circuit Court of Appeals, or until some district judge elsewhere uses it as a precedent. The latter contingency is only a remote possibility, with the Leibel decision on record and approved by the Department of Justice.

## 'Show Boat,' How Long?

AROUND Times Square film men are betting on how long "Show Boat" (MGM) will run at the Radio City Music Hall. The estimates run from six to eight weeks, with a few men figuring on nine, because of the tremendous number of summer vacationists who make the Music Hall a "must" on their sightseeing tours.

Like the horse racing enthusiasts, the bettors are quoting from past performances.

"Random Harvest" (MGM), which opened in December 1942, ran into 1943 for a total of 11 weeks. It is still the long-run record holder for the house. "Mrs. Miniver" (MGM), which opened in June 1942, was the second on the list. A dozen pictures ran six, seven and eight weeks during the war years.

MGM has had control of the house since

March in anticipation of the "Show Boat" run.

Since the war, the most recent long runs have been two Paramount films, "Sunset Boulevard," in August-September 1950, for seven weeks, and, before that, "The Emperor Waltz," seven weeks in June and July 1948.

"The Great Caruso" (MGM), which started its eighth week June 28, may go a ninth week or even longer. Decision is always made after the weekend business. "Show Boat" will follow "Caruso," with "Captain Horatio Hornblower" (WB) tentatively set in for August.

Other MGM pictures which have played six weeks have been: "Kluge," over the Christmas-New Year period, 1950-1951; "Father of the Bride," during the June-July period in 1950; "On the Town," for the Christmas-New Year period, 1949-1950.

MGM holds the long-run records and, except for the two Paramount pictures, all the recent six-week runs.

## Jersey Bingo Stays

A RECENT order of the New Jersey attorney general to stop bingo and other gambling games ran into snags almost immediately. Local police chiefs wouldn't interfere with games of fraternal organizations and churches. At Atlantic City the prosecutor shut down a series of bingo establishments on the boardwalk. Five operators went to court and secured a temporary injunction, at the same time pointing out that the city collects \$5,000 yearly from each operator in license fees.

Some states have laws against bingo and other games involving the element of chance, but how to enforce them in the absence of strong public support is a problem.

Some of the New Jersey games, as in other states, are managed by syndicates and only a portion of the receipts go to the so-called charitable enterprises.

## U-I Going Strong

ANYBODY looking for a bright spot in the prevailing industry gloom should read the first quarter financial report of Universal Pictures Co. The net is \$608,565, which tops the net for the first quarter of 1950 by \$336,294 after setting aside \$800,000 for Federal income taxes and \$200,000 for pending litigation, including antitrust suits.

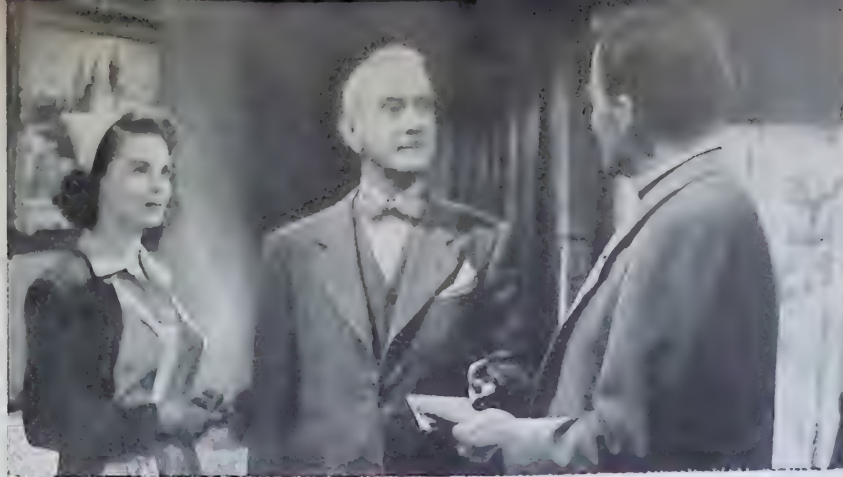
That \$200,000 appropriation for litigation should be noted. It means that nearly a third of the company's profits may have to be used as insurance against suits, especially those triple-damage suits—a heavy price that must be tacked onto film rentals.

The U-I progress is extraordinary. It resulted from a decision to discard super-specials in favor of down-to-earth general audience films, catering to the mass of patronage in the country's grass roots.





DAVID AND BATHSHEBA



MR. BELVEDERE RINGS THE BELL

## New 20th-Fox Pictures Accent Movement, and Will Be Tied In With Topflight Merchandising

The Company Reveals Its Plans for the New Year



NO HIGHWAY IN THE SKY

The phrase "nothing will be taken for granted" has become a rallying cry for the industry in recent days. Emphasized and re-emphasized recently at the 20th Century-Fox convention in Los Angeles, the plans and ideas formulated at the meeting have more than ever confirmed to production, distribution and exhibition that making every point count in merchandising pictures to the public will eventually pay off.

It was at this meeting that Darryl F. Zanuck stated that he will put the accent on "movement" in his forthcoming lineup pictures in an attempt to make showmanship pictures and avoid the hazards of artistic gambles. Coupled with this were statements of Al Lichtman who is throwing the entire 20th Century-Fox sales force into the fight to bring the public back to boxoffice, and Charles Einfeld's major exploitation plans for the company's pictures during the coming season.

An analysis of the product and the plans for it as it is being shaped at the Beverly Hills studio and in New York shows the exhibitor that a "money in the bank" merchandising program is in the making for him backed by pictures of quality and showmanship appeal to the largest possible audience in America.

Zanuck's four groups of showmanship pictures as announced at the convention have a quality of audience appeal inherent in their stories. Zanuck's firm belief in content rather than names is in line with what 20th-Fox believes is a public demand for more than mere vehicles for stars. In the "special" class will be "David and Bathsheba," "Kangaroo," "Viva Zapata," "The Desert Fox," "Lydia Bailey," "Way of a Gaucho," "The Snows of Kilimanjaro" and others, all of them of spectacular dramatic or pictorial values backed by sound boxoffice appeal.

### TOP PRODUCT INCLUDES:

**TAKE CARE OF MY LITTLE GIRL:** Starring Jeanne Crain. Director: Jean Negulesco. Producer: Julian Blaustein. July.

**THE FROGMEN:** Starring Richard Widmark, Dana Andrews, Gary Merrill. Director: Lloyd Bacon. Producer: Samuel G. Engel. July.

**THE GUY WHO CAME BACK:** Starring Paul Doug-

las, Joan Bennett, Linda Darnell. Producer: Julian Blaustein. Director: Joseph Newman. July.

**THE SECRET OF CONVICT LAKE:** Starring Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott. Producer: Frank P. Rosenberg. Director: Michael Gordon. August.

**MR. BELVEDERE RINGS THE BELL:** Starring Clifton Webb. Producer: Andre Hakim. Director: Henry Koster. August.

Under the Technicolor musical category, 20th-Fox will continue its long line of top-flight pictures like "On the Riviera" with such pictures as "Friendly Island," "Meet Me After the Show," "Golden Girl," "With a Song in My Heart," "Belles on Their Toes," "Father Does a Strip," "Music in the Air," "Charmaine," and numerous others being planned for release during 1952 and 1953.

The third group finds a series of "action" films based on movement and excitement—the foundation of strong boxoffice acceptance. These moving pictures will include such films as "Anne of the Indies," "Secret of Convict Lake," "The Day the Earth Stood Still," "Red Skies of Montana," "White Witch Doctor," "Return of the Texan," "Old Soldiers Never Die," "King of the Khyber Rifles," "Island in the Sky," "Pony Soldier," "Interpol" and others.

The fourth and last major grouping is devoted to the production of those films falling in the "human interest" class. Generally they are stories dealing with some phase of Americana, either comedy or drama, and include such films as "Take Care of My Little Girl," the Belvedere stories, "No Highway in the Sky," "Love Nest," "Let's Make It Legal," "The Marriage Broker" and "Elopement."

No lineup of top product can succeed without good merchandising efforts behind it. Hence, there will be a merger of forces between sales and advertising to handle a joint correlated assault on the public in order to whet their appetites for the product. This marks the first time that an all-out effort is being made to win moviegoers away from those competitive media which have cut down attendance at the boxoffice. From the plans revealed by Lichtman and Einfeld at the convention this attempt to reach the greatest audience possible will in no way become a routine and mechanical pattern of selling. With the diversity of product, it will be necessary to handle each film at a level commensurate with its boxoffice qualities. Separate and unique salesmanship will be created for the pictures reaching far beyond the big cities and key situations into the grass roots of the nation.

The actual accomplishment of these major objects is underscored first by the announcement of the greater extent to which cooperative advertising will be used in the future. Pictures today, it is the belief of the company, require selling over and above what has been normally done to a degree where cooperation between exhibitor and distributor must reach





DECISION BEFORE DAWN



MEET ME AFTER THE SHOW



THE SECRET OF CONVICT LAKE



THE DAY THE EARTH STOOD STILL



ANNE OF THE INDIES

**THE DESERT FOX:** Starring James Mason. Producer: Nunnally Johnson. Director: Henry Hathaway. August.

**PEOPLE WILL TALK:** Starring Cary Grant and Jeanne Crain. Producer: Darryl F. Zanuck. Director: Joseph L. Mankiewicz. September.

**MEET ME AFTER THE SHOW:** Starring Betty Grable and Macdonald Carey. Producer: George

Jessel. Director: Richard Sale. September.

**THE DAY THE EARTH STOOD STILL:** Starring Michael Rennie, Patricia Neal. Producer: Julian Blaustein. Director: Robert Wise. October.

**LET'S MAKE IT LEGAL:** Starring Claudette Colbert, Macdonald Carey, Zachary Scott. Producer: Robert Bassier. Director: Richard Sale. November.

**ANNE OF THE INDIES:** Starring Jean Peters, Louis

Jourdan, Debra Paget. Producer: George Jessel. Director: Jacques Tourneur. November.

**DAVID AND BATHSHEBA:** Starring Gregory Peck and Susan Hayward. Producer: Darryl Zanuck. Director: Henry King. Pre-release in November.

**DECISION BEFORE DAWN:** Starring Richard Basehart, Gary Merrill, Oskar Werner. Producer: Anatole Litvak and Frank McCarthy. Director: Anatole Litvak. Pre-release dates in November.

new heights. In this regard, 20th-Fox has offered to cooperate in every first run situation in the country where the exhibitor will go over and above his normal budget. This will bring co-op advertising to theatres both small and large, to prove, as it has recently, that extra advertising, exploitation and publicity will pay off. The company's recent films, "I'd Climb the Highest Mountain," "Follow the Sun" and "You're in the Navy Now," have shown that extra exploitation will bring pictures into the top boxoffice category when applied intelligently. In addition, the company is also willing to cooperate in this way with first subsequent runs where the exhibitors in an area will get together for mutual advertising of day-and-date engagements or simultaneous runs. This regional type of advertising, where all theatres pool their resources in large display ads, has proved tremendously effective in the south, midwest and west.

Most typical of the all-out efforts which 20th Century-Fox will throw behind its pictures is the current drive for Zanuck's "David and Bathsheba." The famous story, its stars, Technicolor and major values are not being undersold. During the next four months a total of one billion advertising impressions will be made on the population of the United

States and Canada in a series of national, fan, religious and farm magazine readers in addition to the readers of every Sunday supplement in the two countries.

In back of this giant campaign will be the national exploitation tours of Walter Talun, who plays the giant Goliath in the picture, and Francis X. Bushman who is the King Saul of the story.

Talun, whose tour has been designed to hit the grass-roots area, will tour 70 cities making his impression on the younger elements of the population. He will travel in a specially fitted Fruehauf trailer which will be a museum of the implements, costumes and other material in the film. Available for press interviews, personal appearances, TV and radio shows, Talun is only one aspect of the attempt to reach the broadest possible audience.

Bushman will make his impact on the religious, cultural and historical groups in the nation. He will talk to teacher's organizations, schools, women's clubs, and other groups that will have special interest in that aspect of the picture. His audience will be generally in the age groups of 35 and over.

The third section of the public is currently being reached through a mass search for a

glamorous descendant of Bathsheba. This international project, which is being scientifically conducted with the aid of Facts, Inc., international research organization, will concentrate, exploitationwise, on the older adolescents and people in the 20-35 age group.

The Sunday supplement advertising will encourage attendance from the grass-roots area. Timed to make its strongest impact when the picture is ripe for release, everything is being planned so that "David and Bathsheba" will not go out to theatres before it has been given its maximum penetration throughout the country.

All of the men who spoke at the convention in Los Angeles laid particular stress on the fact that motion picture entertainment cannot be superseded by any other media. Its scope, color, stories and entertainment values are second to none. If the public can be indoctrinated with this fundamental fact there is no reason why films cannot reach heights never before achieved in the industry. By backing up the entertainment with all the showmanship knowledge it possesses, 20th Century-Fox is making an attempt to bring the golden years of motion pictures back to the industry and the public.



# WARRI

(Color by **TECHNICOLOR**)



Edmond O'Brien  
as Sgt. Vickers



Dean Jagger as  
the Post Trader



Forrest Tucker,  
as Sgt. O'Hara



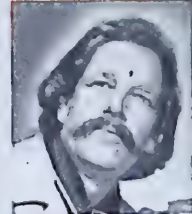
Polly Bergen as  
the Troop's Belle



Harry Carey, Jr.  
as Capt. Gregson



Wallace Ford  
as Pvt. Potts



James Millican  
as Col. Custer





# WARPATH

is the **BIGGEST** word in Westerns

**—TAKE THE WORD OF THE TRADE EXPERTS:**

"Outstanding western. Producer Holt has the know-how of successful picture-making. So much realism and action that it will have the fans cheering."

—*Showmen's Trade Review*

"Rousing battles in which hundreds of cavalymen and Indians surge across the screen in an awesome way no other medium can equal. TV has no substitute for robust action like...this most thrilling page in the history of America's frontier."

—*M. P. Herald*

"Deluxe sagebrush show that can count on strong boxoffice response."

—*Hollywood Reporter*

"Exhibitors can count on this one. Earns a major place in the cycle of Indian pictures. Colorful pageant of frontier days...packed with action."—*M. P. Daily*

"Strong, vibrant drama...a worthy contribution to western screen literature."

—*Film Daily*

"Holt dishes up strong entry. Right down the action fans' alley!"

—*Daily Variety*

**MORE  
BETTER BIGGER  
PICTURES**

—in westerns and every big-  
attraction category from

**PARAMOUNT**

**EDMOND O'BRIEN · DEAN JAGGER  
FORREST TUCKER · HARRY CAREY, Jr.**

**WARPATH**

POLLY BERGEN · JAMES MILLIGAN · WALLACE FORD

PLAY PARAMOUNT NEWS — it's the program builder that guarantees the "best show in town!"



# FIRST RUN BUSINESS IN KEYS SLIGHTLY ABOVE '50 FIGURES

## More Pictures Are Doing Average or Better at The Boxoffice

First run business in key cities is slightly ahead of the 1949-1950 season at this stage of the year. More pictures have been available for exhibition and a greater number are doing average business or better at the boxoffice.

This is revealed in the quarterly first run reports to BOXOFFICE BAROMETER on the basis of feature playdates in 21 key cities across the country.

### THE SEASON'S TOP THREE

Top pictures of the spring quarter were "The Great Caruso" and "Father's Little Dividend" from the MGM studios and "The Thing From Another World" which Howard Hawks produced for RKO Radio distribution.

Altogether, 237 features (excluding westerns) have been played in key situations with sufficient playdates to indicate their pulling power at the boxoffice—and of this total 115 have done average or better business. A year ago, the quarterly first run report showed 235 features played and 94 doing average or better for exhibitors. There are 34 hit pictures compared to 32 hits a year ago—a hit being a picture which is able to report 120 per cent or better.

With 100 as average, the following percentages were reported by the key city exhibitors on feature product played this season:

#### COLUMBIA:

Al Jennings of Oklahoma.....	104
Between Midnight and Dawn.....	103
Born Yesterday.....	149
Brave Bulls, The.....	94
Chain Gang.....	100
Convicted.....	112
Counterpy Meets Scotland Yard.....	102
Emergency Wedding.....	94
Flame of Stamboul.....	93
Flying Missile, The.....	94
Fuller Brush Girl, The.....	100
Fury of the Congo.....	90
Great Manhunt, The.....	103
Harriet Craig.....	106
He's a Cockeyed Wonder.....	104
Killer That Stalked New York, The.....	95
Last of the Buccaneers.....	91
"M".....	113
My True Story.....	97
Operation X.....	98
Petty Girl, The.....	110
Pygmy Island.....	100
Revenue Agent.....	97
Rookie Fireman.....	97
Santa Fe.....	104
Texas Meets Calamity Jane.....	95
Tougher They Come, The.....	101
Valentino.....	120
When the Redskins Rode.....	94
When You're Smiling.....	97
Yank in Korea, A.....	91

#### LIPPETT PRODUCTIONS:

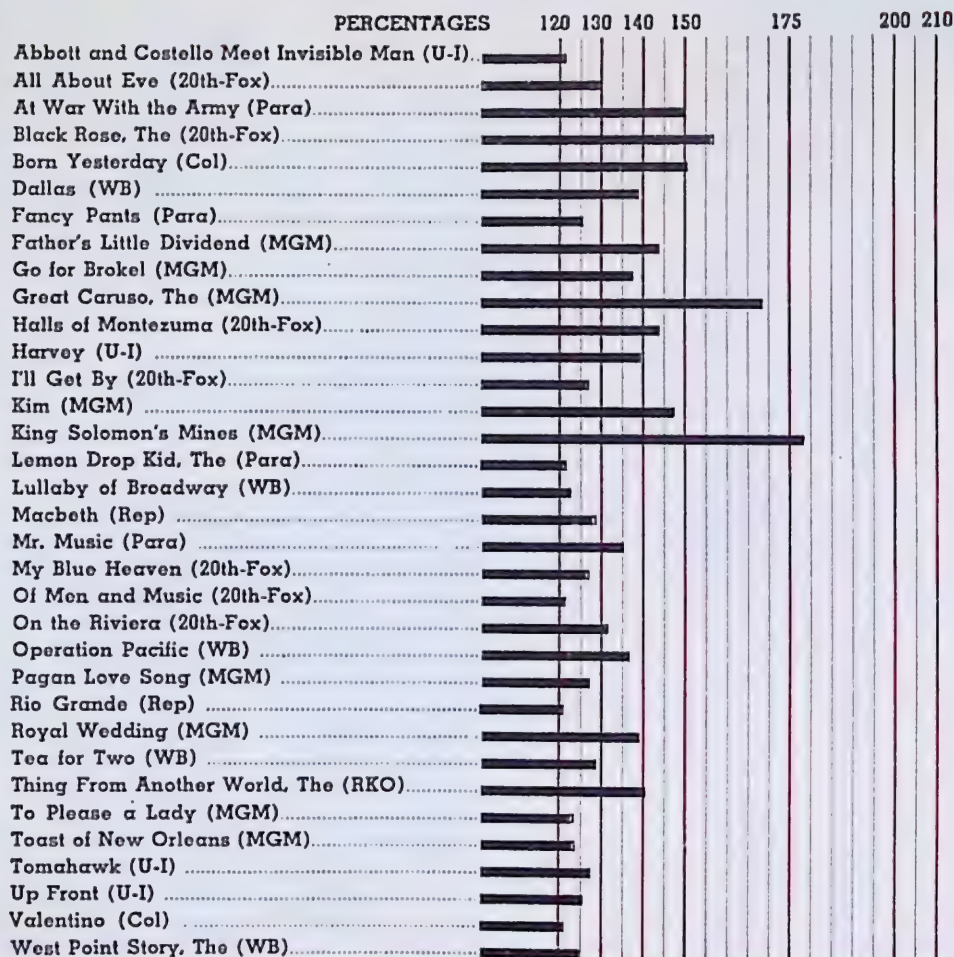
Bandit Queen.....	97
Danger Zone.....	
Fingerprints Don't Lie.....	91
Mask of the Dragon.....	92
Return of Jesse James, The.....	98
Roaring City.....	93
Steel Helmet, The.....	112
Stop That Cab.....	91
Three Desperate Men.....	97

#### METRO-GOLDWYN-MAYER:

Cause for Alarm.....	83
Devil's Doorway.....	103
Dial 1119.....	97
Father's Little Dividend.....	142
Go for Broke!.....	132
Great Caruso, The.....	167
Grounds for Marriage.....	95
Home Town Story.....	98

## Top Hits of the Season

(September 1950 through May 1951)



Inside Straight.....	96
Kim.....	146
King Solomon's Mines.....	176
Life of Her Own, A.....	115
Magnificent Yankee, The.....	93
Miniver Story, The.....	88
Mrs. O'Malley and Mr. Malone.....	96
Next Voice You Hear . . . , The.....	92
Pagan Love Song.....	125
Painted Hills, The.....	86
Right Cross.....	102
Royal Wedding.....	136
Soldiers Three.....	101
Stars in My Crown.....	93
Three Guys Named Mike.....	108
To Please a Lady.....	122
Toast of New Orleans.....	122
Two Weeks With Love.....	112
Vengeance Valley.....	113
Watch the Birdie.....	110

#### MONOGRAM:

According to Mrs. Hoyle.....	85
Big Timber.....	86
Blue Blood.....	95
Blues Busters.....	96
Bowery Battalion.....	102
Call of the Klondike.....	94
Father's Wild Game.....	89
Ghost Chasers.....	97
Hot Rod.....	97
Modern Marriage, A.....	90
Navy Bound.....	96
Rhythm Inn.....	95
Short Grass.....	103
Sierra Passage.....	99
Southside 1-1000.....	98
Vicious Years, The.....	94

#### PARAMOUNT:

Appointment With Danger.....	98
At War With the Army.....	148
Branded.....	116
Cassino to Korea.....	86
Copper Canyon.....	105
Dark City.....	98
Fancy Pants.....	124
Great Missouri Raid, The.....	97
Last Outpost.....	97
Lemon Drop Kid, The.....	120
Let's Dance.....	107
Mating Season, The.....	102
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Company She Keeps, The.....	101
Cry Danger.....	98
Double Deal.....	96
Edge of Doom.....	101
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Gambling House.....	90
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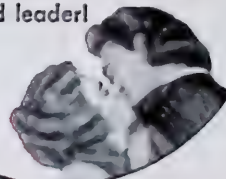
# BECAUSE

For the first time in film history, a picture is launched with an "Oscar" (awarded for "Best performance by an Actor") prior to general release!



More than \$1,000,000 worth of advance public penetration achieved in not one but FIVE pre-selling campaigns in advertising, publicity and promotion!

He was three musketeers in one—and one lover in a million! The screen's greatest swordsman, romantic poet and leader!



Immediately following the special selected roadshow exhibition playdates, "CYRANO" is now ready for general release and **FOR THE FIRST TIME AT POPULAR PRICES!**

STANLEY  
KRAMER'S  
production

## Cyrano

de bergerac

JOSÉ FERRER *Cyrano*  
co-starring de Bergerac

MALA POWERS with William Prince • Morris  
Carovsky • Ralph Clanton • Produced by Stanley Kramer  
Directed by Michael Gordon • Screenplay by Carl Foreman  
Associate Producer George Glass • Music by Dimitri Tiomkin

BECAUSE ...  
It's Released  
Thru **UA**



# World Theatre Count Nears 100,000 Mark

WASHINGTON, D. C.—The number of motion picture theatres in the world is rapidly nearing the 100,000 mark. As of January 1, 1951, there were 99,617 theatres operating in more than 120 countries and territories throughout the world with a combined seating capacity of 57,107,150 seats.

This represents an increase of 8,008 units since 1949 and indicates a substantial increase in worldwide sales potentialities for American distributors as 74 per cent of all feature films shown in the world's theatres in 1950 were produced in this country.

These figures are revealed in a biennial re-

picture theatre facilities throughout the world, it is estimated that the percentage of theatre seats to the world's population is one seat for every 44 persons. In 1949 a survey estimated that there was one seat for every 46 persons in the world. Based on population statistics of the U.S. Bureau of Census and the World Almanac the ratio of theatre seats to population in the United States is one seat for every ten persons. In the United Kingdom the ratio is one to 12; in France, one to 17; Italy, one to 13, while for all of Europe the average is one for every 21 persons.

Probably the most complete theatre cover-

Region	1949		1951		United States percentage of screen time	Percent Increase	
	Number of theaters	Seating capacity	Number of theaters	Seating capacity		Theaters	Seating capacity
Europe.....	51,751	23,943,709	53,659	25,389,424	63	3.7	6.0
South America.....	4,994	3,302,529	6,070	3,522,987	64	21.5	6.6
Mexico and Central America.....	1,952	1,520,185	2,338	1,722,305	76	1.6	1.4
Caribbean area.....	717	427,576	835	491,647	81	16.4	15.0
Far East.....	5,905	3,768,575	7,369	4,549,663	48	24.7	20.6
Middle East.....	294	183,525	349	223,008	57	18.7	22.0
South Pacific.....	2,268	1,687,460	2,285	1,448,144	65	1.0	-14.2
Africa.....	1,281	784,818	1,301	890,058	63	1.5	13.4
Atlantic Islands.....	166	72,914	152	69,503	73	-8.4	-4.7
Canada.....	1,695	874,094	1,795	930,161	75	8.0	10.4
Drive-in theaters <sup>1</sup> .....	14	10,000	66	46,200			
United States.....	10,323	11,722,616	10,707	12,384,150	90	13.8	18.3
Drive-in theaters <sup>1</sup> .....	963	688,000	3,323	2,300,000			
Puerto Rico.....	130	69,600	142	75,000	95	9.2	7.7
Alaska.....	28	14,000	28	14,000	95		
Hawaii.....	108	50,000	108	50,000	90		
Total.....	91,609	49,110,691	99,617	54,107,150	74	8.3	9.7

<sup>1</sup> Seating capacity of drive-in theaters estimated on basis of 700 average per theater.

port on the world market prepared by Nathan Golden and Earl H. Young of the motion picture-photographic products division of the Department of Commerce.

The report cites the popularity of American films on a universal basis. As a result of this widespread acceptance, United States pictures are able to exhibit U.S. merchandise and techniques as well as American ideals. Competition has been coming principally from Italy, France, Great Britain, Germany, Mexico and Argentina. Golden and Young commented that "The United States industry does not become disturbed by this competition so long as it is based on the quality of the films and not upon legislative control of the foreign film market."

An estimated \$100,000,000 annually is remitted to United States producers from foreign showings, which is about 38 per cent of the total profits of the producers.

The largest increase in the number of theatres during the 2-year period occurred in Europe, where 1,908 more theatres were reported in operation in 1951 than in 1949. The only drop noted was in the Atlantic Islands, where 14 fewer theatres were reported to be in operation. The largest gain, percentage-wise, took place in the Far East—an advance of 24.7 per cent over the 1949 figure. This advance was attributed almost entirely to the expansion of theatre facilities in Japan where 943 more theatres were reported in 1951 than in 1949.

Indicative of the broad coverage of motion

age is available in Australia and New Zealand where there is an average of one seat for every seven persons. In Canada, where there has been a theatre-building boom during the past two years, the ratio of seats to population was one to 13 in 1951, compared with one to 15 in 1949. In South America this ratio is one theatre seat for every 29 persons.

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## David Warfield Dies

NEW YORK—David Warfield, 84, the great stage actor, died Wednesday (27). He was a partner at one time with the late Marcus Loew in Loew's, Inc. A few years before his retirement as a Broadway star in 1924 he turned down an offer of a million dollars by a motion picture company to make any picture he chose. Moving pictures he regarded as merely "animated photographs."



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# Hollywood Report

By IVAN SPEAR

## Only 36 Features Starting in July; Same Lagging Number as in June

Proponents of the things-are-tough-all-over theory as concerns industry trends found support for their pessimistic outlook in a tally of the production index for July.

A survey of major and independent production revealed a majority of the filmmakers are still wallowing in the doldrums as the index for the period listed only a meager 36 starting features—exactly the same pace as that recorded in June and substantially under 1951's best month to date, January, when 49 subjects faced the cameras.

The only bright spots were RKO Radio, with an impressive array of eight new entries, and 20th Century-Fox, listing six. Columbia and Warners each planned to gun four, while MGM, Monogram and Universal-International were readying three each.

Here's the run-down, by studios:

**COLUMBIA**—From Edward Small's independent unit will come two entries, "The Brigand," a costumer in Technicolor, and "Cripple Creek," a western with a Montana mining camp locale. The former, a story of 15th-century Spain, stars Anthony Dexter and will be megged by Phil Karlson; the latter, toplining George Montgomery, is to be directed by Ray Nazarro. Also in the lineup for the month are "Thief of Damascus," a Sam Katzman production in Technicolor, which Lew Landers will meg, and "Smoky Canyon," latest in the venerable "Durango Kid" series, spotting Charles Starrett and Smiley Burnette in their customary co-starring roles. Fred Sears directs for Producer Colbert Clark.

**INDEPENDENT**—As its initial venture, the newly formed Arles Productions is launching "Blood Across the Border," an action drama starring Gilbert Roland. With release yet to be negotiated, it is being produced by Howard S. Mollring and directed by Paul Garrison.

**LIPPERT** — Another contribution to the science-fiction cycle is in preparation by this company for a July launching. Tagged "Miss 2,000 A. D.," it peers into the future a matter of a half century and will be produced by Murray Lerner, with Reginald LeBorg assigned the directorial reins. At this writing, however, no cast had been assembled.

**METRO-GOLDWYN-MAYER**—That perennial favorite, "The Merry Widow," again emerges as the subject matter for a celluloid entry in the Arthur Freed production which is one of three starters at this Culver City studio. A Technicolor film version of Franz Lehar's operetta, it co-stars Lana Turner and Fernando Lamas and will be directed by Curtis Bernhardt. On the heels of his smash success as "The Great Caruso," Mario Lanza steps before the cameras as the star of "The Big Cast," a comedy with music which is on Producer Joe Pasternak's docket. With Alexander Hall directing, it also features James Whitmore. Crooked politics in a small Ameri-

can community are explored in "County Line," in which the cast toppers are Walter Pidgeon and Audrey Totter, and which Gerald Mayer meggs for Producer Nicholas Nay-fack.

**MONOGRAM** — Producer Walter Mirisch accounts for two of the three vehicles poised for camera work at this studio, with Lindsley Parsons readying the third entry. On the Mirisch docket, as a Rod Cameron-Jane Nigh topliner, but without a director as the month began, is "Fort Osage," a historical western to be filmed in Cinecolor, and "Elephant Stampede," sixth in the "Bomba, the Jungle Boy" series, with Johnny Sheffield in the title spot and Ford Beebe as the director. From Parsons will come "Blue Fin," a story of tuna fishing off the California coast, which has Wayne Morris in the lead and will be megged by Frank McDonald.

**PARAMOUNT**—In the king-size western category is "Shane," a picturization of a novel by Jack Schaefer, which is scheduled for Technicolor lensing with George Stevens as the producer-director. Set for the top spots are Alan Ladd, Jane Arthur and William Holden. From the William Pine-William Thomas assembly line will come "The Lumberjack and the Lady" (tentative title), an action melodrama of the northwoods country, which has John Payne and William Demarest in the principal roles. At month's

## MGM to Film 'The Big Lie', Topical Soviet Expose

There's topicalness in abundance in the headline-hot story property being given the green light by MGM. The studio has acquired "The Big Lie," described as a factual expose of Soviet Russia's strategy for world domination, and will bring it to the screen as a documentary which, according to an announcement by Leo, will trace "the inner workings of Communist methods."

Vernon Lasky, co-author of the current best-seller, "Seeds of Treason," will write the screen treatment, deriving it from an idea developed by Lasky and William Hebert, a freelance Hollywood publicist. Lasky plans a trek to Washington, D. C., to gather additional research material on Communist activities before pounding out the treatment.

Subject is the first in several years to tackle the Russian question. Republic took a whirl at it with "The Red Menace," RKO Radio offered "I Married a Communist," MGM bobbed up with "The Red Danube" and 20th Century-Fox turned out "The Iron Curtain," but those releases have long since been played out.

beginning the megaphonist had not been announced.

**RKO RADIO**—A heavy eight-picture slate includes two contributions from the Wald-Krasna unit and five other entries from independent outfits, while the studio itself—with Gabriel Pascal in the producer's berth—planned to launch the long-delayed "Androcles and the Lion." From the W-K organization will come "Clash by Night," a romantic triangle starring Robert Ryan, and "High Heels," a story of the dime-a-dance racket. At this writing the latter was uncast and neither vehicle listed a director's services. Likewise uncast is "The Big Sky," to be produced and directed by Howard Hawks under the banner of Winchester Pictures. The outdoor drama is adapted from a novel by A. B. Guthrie. Filmmakers, headed by Collier Young and Ida Lupino, will gun "Day Without End," a suspense drama starring Miss Lupino, with Harry Horner in the director's chair. Initialer from a new company, American Pictures, which has a three-picture releasing deal with the Howard Hughes company, is "3,000 A. D.," a science-fiction opus featuring Robert Clarke. It was written and will be co-produced by Aubrey Wisberg and Jack Pollexfen. Producer Sol Lesser will roll "Tarzan the Hunter," another in the jungle melodrama series, with Lex Barker again title-roling. Set for shooting as an Edmund Grainger production is "The Korean Story," to be lensed with the cooperation of the U.S. defense department, with Tay Garnett megging and Robert Mitchum in the starring spot. "Androcles," a picturization of the George Bernard Shaw play, will top-line Alan Young, Jean Simmons and Victor Mature, but early in the month no megaphonist had been recruited.

**REPUBLIC**—The summer lull is hitting this valley lot, which has but one projected starter. That is "Oklahoma Annie," a comedy toplining Judy Canova, which will be filmed in the newly developed three-tint Trucolor process. The producer is Sidney Picker, and R. G. Springsteen was named to direct.

**20TH CENTURY-FOX**—A six-picture slate—one of them from an outside, independent source—will be undertaken during the month by this company. From Producer Edward L. Alperson, as part of a multiple-picture commitment, will come "Rose of Cimarron," a historical western in color, toplining Jack Buettel and Mala Powers, but for which—early in the period—no megaphonist had been booked. The Westwood studio itself is launching five. "Red Skies of Montana" and "Belles on Their Toes" are on Samuel G. Engel's production slate, the former a story of the U.S. forestry service, to be filmed in Technicolor, the latter a sequel to "Cheaper by the Dozen." Joseph Newman meggs "Red Skies," with Richard Widmark and Constance Smith co-starred; Myrna Loy is the only cast member thus far set for "Belles." In romantic comedy vein is "Elopement," a Clifton Webb starrer to be produced by Fred Kohlmar and directed by Henry Koster. Jules Buck produces and Samuel Fuller meggs "Old Soldiers Never Die," a Korean war yarn featuring Richard Basehart and Gary Merrill; Joseph L. Mankiewicz will direct "Five Fingers," an Otto Lang production spinning a yarn of World War II espionage and intrigue, with James Mason and Micheline Prelle as the co-stars.

**UNIVERSAL-INTERNATIONAL** — Supple-



menting the late-June launching of "Battle of Apache Pass," a Technicolor sagebrusher, this valley lot has two others in the hopper for July production. Also destined for the Technicolor cameras is "Son of Ali Baba," an Arabian Nights-type of fantasy, which will star Tony Curtis and is to be produced by Leonard Goldstein. The megaphonist is Bud Boetticher. James Stewart and Arthur Kennedy will be co-starred in "Bend of the Snake," outdoor opus, much of which will be shot by Producer Aaron Rosenberg on location in Idaho's Snake River country. The director is Anthony Mann. "Apache Pass," another Goldstein production, spots Jeff Chandler, John Lund and Beverly Tyler in the leads and is being megged by George Sherman.

**WARNER BROS.**—On the docket at this Burbank film plant are two Louis F. Edelman productions, "Wish I Had a Girl" and "Four Chaplains." The former, a musical, is a biography of Songwriter Gus Kahn and will be megged by Michael Curtiz with Doris Day in one of the starring roles. The latter, uncast and without a director as the month began, is a World War II drama located in the South Pacific area. With Cary Grant and Betsy Drake co-starred, Producer Henry Blanke will gun "Room for One More," a romantic comedy, which Norman Tauróg will direct. Randolph Scott has the topline in "Carson City," a Technicolor western, which Andre de Toth will meg for Producer David Weisbart.

## Two Wald and Krasna Films Pegged for Early Release

There'll be no voluminous backlog of completed but unreleased film fare in the Wald-Krasna unit at RKO Radio. The outfit's first two ventures, "Behave Yourself!" and "The Blue Veil," have been set for national release within 90 days after the final production chores have been completed.

"Veil," starring Jane Wyman and directed by Curtis Bernhardt, is pegged for distribution September 8 and will be followed September 15 by "Behave," which George Beck megged with Farley Granger and Shelley Winters co-starred.

The pictures are being pushed into early release, according to Wald and Krasna, because of rapid playoffs in virtually every exhibition situation—and also to capitalize on the publicity the features have generated during their filming.

## Danny Thomas to Portray Gus Kahn in WB Film

Among tidbits of casting news developing during the period, probably most interesting was Warners' signing of Danny Thomas, the nightclub and TV comedian, to portray songwriter Gus Kahn in "Wish I Had a Girl," musical biography of Kahn's career . . . And over at the Stanley Kramer unit at Columbia was disclosed the inking of Ethel Waters to recreate her stage success as the principal in "Member of the Wedding" . . . James Mason and Micheline Prele will co-star for 20th-Fox in "Five Fingers" . . . On loan-out from RKO Radio, Jack Buetel and Mala Powers will be featured in Edward L. Alperson's "Rose of Cimarron," soon to hit the sound stages for 20th-Fox release . . . Planning to lens it entirely in Mexico, for an undisclosed release. Benedict Bogeaus will co-

# Three Baseball Yarns Scheduled At Warners, 20th-Fox and RKO

Although the 1951 baseball season is already well under way, Hollywood's movie moguls are still being bitten by the horsehide bug, as evidenced by their continuing interest in the favorite national game as a subject for screen fare.

Newest contribution to the cycle is "Alex the Great," a biographical study of Grover Cleveland Alexander, one of the immortals of the pitching world, which will be filmed by Warner Bros. from an original story by Seelig Lester and Merwin Gerard. It goes on Bryan Foy's 1951-52 production agenda.

Being shaped for an early start at 20th-Fox is "Pride of St. Louis," which will trace the big-league career of Dizzy Dean, with Dan Dailey in the title role,

Jules Schermer producing and Harmon Jones as the megaphonist.

And Producer Samuel Goldwyn has in preparation "The Great American Pastime," a comedy about a girls' softball team, which is on his schedule for RKO Radio release.

Meantime MGM has in its final editing stages "Angels in the Outfield," produced and directed by Clarence Brown, and with Paul Douglas and Janet Leigh in the starring spots. This, for a time, was titled "Angels and the Pirates," until some astute studio sports fan discovered that the Pittsburgh Pirates, around which team the yarn is woven, are now firmly entrenched in the National League cellar.

star Evelyn Keyes and Dennis O'Keefe in "Learn to Love" . . . Rod Cameron and Jane Nigh will be the headliners in "Fort Osage" at Monogram . . . Greer Garson's next starring vehicle at MGM will be "The Burning Secret," a romantic love story.

## King Bros. Will Distribute One Film Through RKO

Marking their first distribution deal away from Monogram-Allied Artists in several years, the King Bros. have negotiated a release through RKO Radio for "Drums in the Deep South," their most recent independent venture.

Filed in Supercinecolor, it stars James Craig, Barbara Payton and Guy Madison, and was directed by William Cameron Menzies. A saturation opening is planned in 14 southern states, since the vehicle is a Civil War drama, with a world premiere in Atlanta tied in with a beauty contest to select a "Miss North" and "Miss South."



**DISCUSS JUNGLE FEATURE** — Armand Denis (left) talking over forthcoming African feature-length adventure film he will make for RKO Pathe, with Pathe President Harry J. Michelson, and RKO Radio President Ned E. Depinet, whose company will release the film. Denis, who won Adventurers club award for "Savage Splendor," also released by RKO Radio, leaves for Africa with camera crews about the middle of July.

## Story Market Pace Brisker With Six Sales Recorded

A considerably brisker pace was reflected in the story market, in which a total of six sales was recorded during the period. Accounting for three of the purchases was 20th Century-Fox, which acquired "The Man Who Fooled Hitler," "The Girl Who Couldn't Help It" and "Santa Fe or Bust." The "Hitler" opus is a magazine yarn by Joseph Wechsberg and was handed to Julian Blaustein to produce; Blaustein also drew the reins on "Santa Fe," a historical western by Elliott Arnold. "Girl," a musical comedy by Henry and Phoebe Ephron, will serve as a showcase for Mitzi Gaynor, with Robert Bassler producing . . . To MGM went two other properties, "The General Came Home," an American Legion magazine story by Marjorie Holmes, and "The Millionth Man," a suspense drama by Francis Malm . . . As a starring vehicle for Joan Crawford, Warners purchased "This Woman Is Dangerous," an original by Bernard Girard. The screenplay is being prepared by Karl Kamb, and the drama will be produced by Robert Sisk and megged by Felix Feist.

## Sid Rogell Becomes Official Of TV Film Organization

From motion pictures to TV film production goes Sid Rogell, one-time RKO Radio studio executive, just named vice-president and general manager of the newly merged Official Films-Jerry Fairbanks Productions organization . . . Teet Carle, with the department for 11 years, becomes Paramount's studio publicity manager, succeeding Norman Siegel, who resigned . . . Aubrey Schenck asked for and received a release from the balance of his contract as a U-I producer and will enter the independent field. He joined the company in 1949 and made four pictures while at the studio . . . Also calling it quits were MGM and Harry Ruskin, writer-producer who had been with the studio for more than ten years . . . Out at 20th Century-Fox, Robert Bassler was handed a new contract as a producer after 18 years with the studio, the last ten of them as a production executive . . . William Raynor was inked by Warners to script "Miss America."



# Kansas Grosses Whipped By Torrential Rains

KANSAS CITY—Kansas theatre operators, who only a few weeks ago were singing about good business, made a sharp reversal in mid-June as the weather went on a rampage almost unparalleled in the history of the state.

Drive-in business suffered sharply as torrential rains, hail, high winds and floods combined to plague the entire state. Damage to both theatres and drive-ins was heavy in western Kansas where hail storms ruined roofs, marquees, neon and windows by the hundreds.

Commonwealth Theatres, operator of more than a dozen open-air theatres in Kansas, Missouri and Arkansas, reported that drive-ins in the wheat state were hard hit. Jack Braunagel, supervisor of drive-ins for the chain, said that at Garden City, Kas., the drive-in parking ramp was one big lake following torrential rains. Operators at the Garden City situation last week pumped for 20 hours to get rain water off the ramps.

At both Garden City and Goodland, hail damage was extensive, ruining roofs, neon and windows. High winds hit at the circuit's Springfield, Mo., drive-in and blew a tree across the ozone fence damaging it.

In Kansas City, the circuit was forced to close the Riverside and Crest drive-ins on a recent Tuesday night when rainstorms brought on a power failure about 9 p. m.

Indoor theatres also had their share of difficulties. Sunday night (24) hail struck at Wichita, Kas., and, according to Fred Souttar, division manager for Fox Midwest, did "tremendous" damage to theatre roofs and marquees. Tornado winds hit at Fort Scott, Independence, Arkansas City and other southeastern Kansas spots also on Sunday

night, but Souttar said he had heard of no damage to the chain's theatres in that section of the state. He said that some damage might have occurred, but that communications between that section and the home office were extremely slow, with delayed mails and downed telephone lines.

The flood-swollen state, badgered for weeks by overflowing rivers and continuing storms, was suffering millions of dollars in crop and business damage, along with power failure, closed highways, delayed mails, telephone failures and painfully slow truck deliveries.

Sam Abend, president of Exhibitors Film Delivery here, sent out extra men and trucks to make film deliveries in Kansas. Drivers were forced to take many detours to reach their destinations, but Abend said all deliveries were made, although many were late.

"Manhattan gave us the biggest trouble," Abend said. "Our drivers had to detour around the town to enter it from the west. However, Tuesday morning (26) my driver called from Topeka and said he had made all deliveries and was running only about three hours late."

Only known theatre flood damage at midweek was at the Wareham, Commonwealth indoor house at Manhattan, where the swollen Blue and Kaw rivers flooded the city almost as badly as in 1935, date of the worst flood in the town's history. R. M. Shelton, general manager for Commonwealth here, said that water backed up in the basement of the theatre and ruined carpeting in the basement lounges. However, Shelton said the water level did not rise high enough to reach the air conditioning unit, which also is located in the building basement.

# Warners Ohio Theatres Drop 15 Employees

CLEVELAND—The impact of the divorce decree was felt here this week when the Warner theatre department let out some 15 employees in a concentration of theatre operations.

Nat Wolf continues as Ohio zone manager. Others remaining are district managers Dick Wright and Frank Harpster; bookers Joe Weinstein and Dave Yellen; publicity director J. Knox Strachan and secretaries Malva Rosenblatt and Hinda Saul.

Robert W. Knepton, manager of the contact department, has been transferred to Pittsburgh, which henceforth will handle both the Pittsburgh and Cleveland territory theatres.

In the general realignment, J. Knox Strachan will also manage the Allen Theatre, where he will divide the management responsibilities with John Bidwell, formerly Vogue Theatre manager. They succeed Howard Higley, transferred to the Variety to succeed Frank Wheatley, resigned. Edward Miller, longtime manager of the Hippodrome, goes to the Vogue after July 8 when the Hippodrome is turned over to its new owners, Herbert Scheftel and Alfred G. Burger.

No out-of-town managerial changes have been announced.

This curtailment of theatre operations necessitated the dismissal of Al Stern, advertising artist; Larry Greenberg, booker; D. Leonard Halper, maintenance engineer; Robert Cox, Robert Giles and Clarence Leroy, sound and projection engineers, and the stenographic staff. It is probable that the theatre department will condense its space in the Warner building in line with its limited operations and personnel.

## UA to Release Four More Through September 14

NEW YORK — United Artists has added four new releases to its August 3 to September 14 distribution program, according to William J. Heineman, vice-president in charge of distribution. "The River," produced in India in Technicolor by Kenneth McEldowney, which is not included on the list will have its road-show release in mid-September.

The four pictures on the list are: Harry M. Popkin's "The Well"; the Douglas Fairbanks-H. Alexander MacDonald film, "Mister Drake's Duck"; Alexander Paal's "Cloudburst" and Ernest Gartside's "Obsessed."

"Cloudburst" will be released August 3; "Mister Drake's Duck" August 10; "Obsessed" August 17 and "The Well" September 14.

In all, UA has 43 features on its schedule from the first of the year.

## Third Safety Award to Pete Smith

HOLLYWOOD—Only person to be honored three times for his contribution to the cause of safety, Pete Smith, MGM shorts producer, will be given a National Safety Council award Wednesday (27) at a meeting of the NSC's Los Angeles chapter. Smith is being awarded the kudos for "Wrong Way Butch," a two-reeler dealing with industrial safety. He received similar tributes in 1942 for "Safety Sleuth" and in 1945 for "Seventh Column."

# Strong Films Always Will Do Business, Producer Lazar Wechsler Observes

NEW YORK—A strong picture always will do good business even though run-of-the-mill product is dying at the boxoffice today, according to Lazar Wechsler, producer of "Four in a Jeep," who came to America late in May and has been touring the country talking to exhibitors. However, he did believe that film producers would eventually "have to unite with TV." During his trip, which was made across the U. S. by car, Wechsler saw TV aerials on the smaller houses and even on some trailers, he said.

Wechsler, who produced "The Search," which had all English dialog, and "The Last Chance," which had dialog in German, Italian, French and Swiss, will continue to make human interest pictures with a European background. His next production, which will be produced in his native Switzerland in September, will be "Anne," the story of the international settlement for children, which will have a Dutch, French and German cast. However, much of the dialog will be in English and he expects to use British actors for many of the roles.

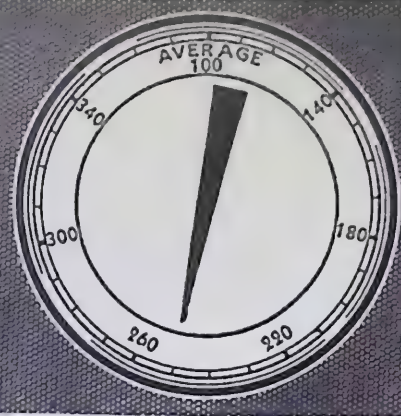
Wechsler also produced other Swiss-made features, including "Marie Louise," which had

very few bookings in this country because the dialog was entirely in a foreign tongue. When "The Last Chance" was distributed by MGM in 1945 it had few dates because there were so few art houses but it would have a much greater number of bookings today. "The Search" got about 11,000 U.S. contracts, he said, and he expects that "Four in a Jeep" will play circuit houses throughout the U.S.

"Four in a Jeep," which was Swiss financed, cost \$400,000 to produce and was shot in 70 days in Vienna. The picture, which is being distributed by United Artists, is currently in its third week at the Paris Theatre, New York, and is also playing in London, Berlin, Paris, Copenhagen and Brussels and in second-runs in Switzerland, one of the rare times a foreign-made film has had simultaneous runs in so many countries. It will also open in Rome, Argentina and Mexico in July.

Wechsler believes that the foreign producer must get 50 per cent of his profit from the American market. He left for Switzerland by air June 25 after screening "Four in a Jeep" for State department officials in Washington, D. C., prior to the second American opening there early in July.





# BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
According to Mrs. Hoyle (Mono)								60	90	75			100						100		85
Along the Great Divide (WB)	102	85	90	110	100	80	100	150		80	100	100	80	80	115	100	130		165	90	103
Apache Drums (U-I)				95		80							80	110						85	90
Appointment With Danger (Para)	100	115	100	90	90	90	80	90	90	80	105	90	95		105	125			125	100	98
Belle Le Grand (Rep)		100	85	100	70	80		100	100	110		90		86	93	105	100		160		99
Bitter Rice (Lux)		170		130		280	200	150	200	210	175		120			125				200	178
Blue Blood (Mono)	96	100	110	95				100	100	80	100	80		75		95			100	100	95
Brave Bulls, The (Col)	100		65		60	90		100	90	75	90	100	85	105	115	110	140	40	190	50	94
Dear Brat (Para)			85		90			65		75	125		85			115	100		95	90	93
Double Crossbones (U-I)		100		100	90				100	90		75		80	90				170	90	99
Eye Witness (UA)		100					90	100	75	100		90		100	110		105		100		97
Fabiola (UA)	89	130	100		120			125	90			125			135		135		190		124
Fat Man, The (U-I)			85		90	100				65		80	80	100	95		105		100	90	90
Flying Missile, The (Col)		105	75	105	90	85	80	75	85	85	80	110	85	100	110	95	110	55	165		94
Follow the Sun (20th-Fox)	92	115	75			110	85	150	150	90	80	75		90	90	105	95		160	95	104
Footlight Varieties (RKO)		90						100	95	100	100	100		100		95					98
14 Hours (20th-Fox)	106	90				85			80		110	75	85		120	95	80	60			90
Go for Broke! (MGM)	136	130		125	130	85		150	100	120	120	180	115		120	105	175	115	170	175	132
Goodbye, My Fancy (WB)	128	80	100	110	90	70		60	95	90	120	100	95	90	110	90	120	70	115		96
Great Caruso, The (MGM)	203	180	115	135	200	160	115	200	125	115	155	270	120	160	150	110	210	175	200	250	167
Home Town Story (MGM)		100							90							100	100			100	98
House on Telegraph Hill (20th-Fox)	119	85										75			110				175		113
Inside Straight (MGM)		90		100	70	110	80	190	85	80	125	75	80	85	105	95	105	60	90		96
Little Big Horn (LP)	129	130			80									100					135		115
Lorna Doone (Col)			80		75			150		75							105		150	80	102
"M" (Col)			85	100				175							105					100	113
My True Story (Col)		105						100	85		100	90		100							97
No Way Out (20th-Fox)		125	95	125	95	130	110	150	125	75	80	90	100	110	120	95	117	85	180	105	111
Oh! Susanna (Rep)		100	85	100	70	80				90	80	90		90	100		110		100		91
Oliver Twist (UA)		120	80				85	90	80					103					120		97
On the Riviera (20th-Fox)	134	125	105	135		110	105	175	80	110	130	140	120	150	150	110	150	100	200	150	130
Pygmy Island (Col)				95				90	100		95	100				100	120		100		100
Rawhide (20th-Fox)	102	85	85	115		95		200	110	110	120	100	95	100	125	125	100	70	175	175	116
Return of Jesse James, The (LP)				100		115	90	100	90	95		80					100		110		98
Rhythm Inn (Mono)								100	100	90	80	85	100	100		100			100		95
Rogue River (UA)	100	100	110	100	70	75		100	100	105	70	100	80	100	100		105		100	100	95
Sealed Cargo (RKO)	102	100	85	100		60		100	90		120	100		75	105	95	105		90	120	96
Sierra Passage (Mono)		100						100		100	100	100		96					100		99
Smuggler's Island (U-I)	92	80	80	95	100	80		125	80			70	90	105	100	105	80		190		98
Stop That Cab (LP)		100						100	80	75		90							100		91
Valentino (Col)	119	115	90	130	130	155	80	100	120	100	85	175	100	100	125		135	115	195	90	120

## TOP HITS

— OF —

## THE WEEK

Individual runs, not an average. Pictures with less than five runs do not appear in the chart above.

### 1. Ace in the Hole (Para)

Los Angeles ..... 250

### 2. Smuggler's Island (U-I)

San Francisco ..... 190

### 3. Half Angel (20th-Fox)

San Francisco ..... 175

### 4. "M" (Col)

Denver ..... 175

### 5. Follow the Sun (20th-Fox)

Denver ..... 160

### 6. Lorna Doone (Col)

Denver ..... 150



# LETTERS

## Says Salesmen Need Briefing

To BOXOFFICE:

Many of us have been asked, "What's wrong with the show business?" My answer is, There's nothing wrong with the show business, but there's something wrong with the people in it, and I include myself.

Let's stop for a minute to consider that in the past ten years, during the lush periods when a theatre manager didn't have to know showmanship to do business, there came to exhibition many new and, in a lot of cases, young managers.

At the same time there came to distribution many new salesmen. It has always been my experience that the seller gains knowledge from the buyer and the buyer gains knowledge from the seller. How can that possibly happen when the knowledge is so limited?

The new theatre manager didn't have an opportunity to learn good old "ballyhoo" showmanship because, in most cases, it wasn't necessary to teach him. He was merely taught how to keep records and mail them in to the home office, if he were a circuit manager; or if he were an independent exhibitor, he learned as much as he could about buying and about the business end of his operation.

The oldtime theatremen operating circuits had their new managers in at the meetings, of course, but the important things which were actually the seemingly trivial things to him, were never taught to his new managers, and until this day the art of showmanship is still buried in the minds of the oldtimers who are not actually on the firing line any more, but are only directing; and, sad as it may seem, they are directing how to sell popcorn, candy and hot dogs—but not pictures.

Now let's go back to the new salesman for a moment. There was a time when every salesman carried tremendous amounts of advertising. In training these salesmen, the managers would teach the men to go through an entire campaign of "ballyhoo" with the customer on every picture that was exploit-

able. He would instill enough enthusiasm in the salesman so that the salesman himself passed it on to the exhibitor. But what has happened? The manager doesn't have time to do that any more; therefore, that method of selling pictures to the customer, which was actually selling it to potential customers at the same time, has also become a lost art—and so I repeat, the seller is not teaching the buyer and the buyer is not teaching the seller.

I honestly believe that if monthly meetings were held with the salesmen of the various film companies, and the managers of theatres among themselves would hold meetings; that, during these meetings, material on pictures would be unfolded and talked about and the pressbook gags discussed, even though up until ten years ago these gags were used over and over again, they would still be most effective in bringing people back into theatres where they get the greatest and finest entertainment they can possibly buy for their money.

LOUIS PATZ

District Manager,  
National Screen Service Corp.,  
Kansas City, Mo.

## Exhibitor Praises Film Salesman

To BOXOFFICE:

In this great motion picture industry of ours everybody from the highest to the lowest should work together for the good of the industry. This, in turn, would make the industry better than ever and naturally make movies better than ever. If we all sincerely believed this nothing could dethrone us.

I think the producers are prone to forget the great part the film salesmen play in making the movie industry better than ever. They are the boys who really make the contacts and who really know the pulse of the industry.

Much depends upon the salesman—for ex-

ample, we have a high caliber salesman in the Minneapolis exchange territory who particularly stands out as a man who really works hard to make movies better than ever. I am not saying this because he is a friend of mine as all the salesmen are good friends of mine, but just trying to give credit where credit is due.

The salesman to whom I have reference is Charles Stoflet, representing Metro-Goldwyn-Mayer in the Minneapolis territory. Naturally, he is first for MGM, but all in all for the whole industry. To prove my point, here are a few of the things he does. He picks up ideas, exploitation angles on all good pictures from all companies and then passes them on to the exhibitor. He is forever trying to help the exhibitor improve his box-office returns. Not only does he help the exhibitor with ideas on pictures but gives practical help and ideas on everything pertaining to the theatre such as equipment, building, decorating and so forth.

Naturally, he gives the most ideas on his own pictures. However, he gives more ideas on exploitation on top product from the other film companies than the salesmen representing these companies. Personally, I would say he is a big man in the industry. In his everyday travels he works hard to make the industry and movies better than ever.

ARTHUR C. BEAN

Riverdale Theatre,  
Riverdale, N. D.

## Columbia to Give Prizes For 'Sirocco' Campaigns

NEW YORK—Columbia will make three awards to exhibitors for the best promotion campaigns on "Sirocco," the Humphrey Bogart film scheduled for July release. Judges will be members of the Ass'n of Motion Picture Advertisers. Entries must be filed by November 1.

First prize will be an all-expense paid week in New York for two, with the winning exhibitor choosing his form of entertainment. Second and third prizes will be a console combination radio-phonograph and a portable radio.

Harry K. McWilliams, Columbia exploitation head, says due consideration will be given by the judges to the size of the theatre and community in which the campaign is carried out.

## Para. Names Ten Pictures For Security Service

NEW YORK—A. W. Schwalberg, president of Paramount Film Distributing Corp., has named the first ten pictures for the company's 1951-52 Security Service accounts. These accounts are for smaller situations, so exhibitors can book a number of films at one time, with a 20 per cent cancellation privilege on films that have not been trade-shown.

The ten include releases from September through December of this year. They are:

September—"Here Comes the Groom," "A Place in the Sun" and "Rhubarb"; October—"Crosswinds," "Something to Live For"; November—George Pal's "When Worlds Collide," "Submarine Command" and "Darling, How Could You?"; December—"Hong Kong" and an untitled Bob Hope-Hedy Lamarr comedy.

## M-G-M TRADE SHOW CANCELLATION!

## "PANDORA AND THE FLYING DUTCHMAN"

Previously announced for

**JULY 2<sup>ND</sup>**



**WATCH FOR NEW TRADE SHOW DATE!**



# In the Newsreels Citizens in Iowa Town Want Theatre So Much They're Now Building It

**Movietone News, No. 51:** Ecuador president on visit to U.S.; commission helps to mark July 4; military training bill is signed; FBI arrests top U.S. Red leaders; American grain on way to India; Margaret Truman tours Europe; world's largest irrigation plan; Canadian family of five generations; Patty Berg wins woman's golf; U.S. motorcycle championship.

**News of the Day, No. 285:** Wonsan blasted as Korea war ends first year; Miss Truman sees Paris; president of Ecuador gets rousing U.S. welcome; Eisenhower opens defense conference; FBI starts new roundup of top Communist leaders; motorcycle thriller; supermen show prowess; inflation.

**Paramount News, No. 83:** Boxing—Sugar Ray wins again; Paris finds Miss Truman tres charmante; Paramount News presents a message of patriotism for every American; Independence day 175 years after; the war in Korea, one year after; office of price stabilization.

**Universal News, No. 467:** Truman signs draft bill; 17 Communist leaders arrested; committee for Declaration of Independence anniversary; Eisenhower meets with his staff; president of Ecuador in Washington; Francis gets degree in "mulesophy"; AAU weight-lifting—Mr. America picked; shooting the rapids.

**Warner Pathe News, No. 80:** Truman signs new draft and UMT bill; Philadelphia—grain from U.S. rushed to avert India famine; U.S. hails president of Ecuador; the Korean fighting front; July 4 to get 175th birthday party; White Sulphur Springs, W. Va.—wool gets in the swim of fashion; Burbank, Calif.—Ruth Roman scouted new mail call.

**Movietone News, No. 52:** Korea cease-fire proposal by Reds stirs peace hopes; Truman bars false peace; Korea war near end; nation's largest liner launched; press photographers choose queen; 63rd national AAU track and field championships.

**News of the Day, No. 286:** Peace in Korea?; biggest liner SS United States; track stars in national title meet.

**Paramount News, No. 89:** Superliner United States takes to water; art in blooms—Italy's colorful festival of flowers; Miami Beach aquanauts pool their talents; President Truman defends U.S. foreign policy; Russia calls for Korea peace talks.

**Universal News, No. 468:** Malik's speech; Truman speech; SS United States launched; Korean heroes honored; kindergarten graduation; rodeo.

**Warner Pathe News, No. 91:** Malik asks Korea peace in surprise talk; U.S. always ready for peace, says Truman; UN troops blast on in Korea; SS United States, America's biggest liner; youngsters try to swim English channel; Britain says NO; Miami: aquacade—nutty hi-jinks; Paris—international championship, motorcycle ups and downs.

**Telenews Digest, No. 25B:** Iran: Oil—fuel for unrest; New York—more Reds arrested; news briefs—Germany, Ohio, Hollywood; Vermont—Austin scores North Koreans; London—festival's midway.

**Telenews Digest, No. 25A:** Shall there be peace?; Malik's proposal; the UN acts; South Korea's stand; Truman speaks; the war goes on in Korea.

## 'Lady Possessed' Dated Sept. 15

**HOLLYWOOD**—Republic will place James Mason's Portland production, "Lady Possessed," in national release September 15. It stars Mason, June Havoc and Pamela Kellino, and was co-directed by Roy Kellino and William Spier.

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Kansas City, Mo.

**DUBUQUE, IOWA**—The 600 population of nearby Garnaville, Iowa, has wanted a theatre for years—wanted it enough to roll up its sleeves and build it. The attractive new building can be seen as you drive through the town.

By late summer this year the citizens of the small community will finally be seeing in their own home town the motion pictures that they've been after for several years. There was never a building available to house the theatre they always wanted. The only thing to do was put up a building. That's what they're doing.

By selling shares since last September in a cooperative venture, nearly 150 Garnaville residents and nearby farmers now own a piece of a theatre that will eventually cost an estimated \$20,000 to \$25,000. Now, if the work goes well, the building will be ready to lease late this summer.

The big push to get the town a theatre started in earnest two years ago but plans fell through. Last year the drive was more thoroughly organized and a corporation was formed. The first drive to sell shares brought in about \$10,000 and the foundation was laid just a few days ahead of the order freezing new building.

Two additional sales of stock have been held since and there probably will be more in the guiding committee's "Pay-As-You-Build" plan. But everyone knows that the structure will be finished when school reopens in the fall.

This is what the theatre means to the little town:

To businessman Alvin Kregel, who has been one of the standard-bearers, it means that youngsters won't have to drive to other communities any longer for a night's recreation and the late hours that follow.

To the teenagers, who are vitally interested

in the project, it means fewer nights of just roaming Main street until the 9:20 curfew blows.

To fathers and mothers, who have given the building movement wholehearted support, it means some place for parents to go when the kids have run off with the family car for a night.

And to Superintendent of Schools L. E. Dally, who warmly welcomes the prospect of the theatre, it means a place for parents from the rural areas to wait out the evenings their youngsters are practicing plays or attending basketball meetings at school. Dally also feels the theatre will make the town a more desirable place to work as far as prospective teachers are concerned.

## 'Francis' to Open July 4 At Keith's, Washington

**NEW YORK**—"Francis Goes to the Races," a Universal-International picture, will open at Keith's Theatre in Washington on the Fourth of July. The opening follows a 10-week, 35-city tour by Francis, the talking mule, as the official mascot of the U.S. Treasury' Newspaper Boys Defense Bond Pledge campaign.

Francis is in Washington for advance promotion of the film for which U-I is making one of its most extensive promotional campaigns.

## T. N. Lawler Forms Firm

**NEW YORK**—T. Newman Lawler has resigned his partnership in the law firm of O'Brien, Driscoll, Raftery & Lawler, and has formed Lawler & Rockwood with offices at 274 Madison Ave.

## PARAMOUNT TRADE SHOWS

### "PEKING EXPRESS"

Hal Wallis' Production starring

**JOSEPH COTTEN • CORINNE CALVERT • EDMUND GWENN**

with MARVIN MILLER • Directed by WILLIAM DIETERLE

Screenplay by John Meredith Lucas • Adaptation by Jules Furthman • From a Story by Harry Hervey

JULY 9th

ALBANY.....	FOX SCREENING ROOM, 1052 Broadway.....	8 P.M.
ATLANTA.....	PARAMOUNT PROJECTION ROOM, 154 Walton Street, N. W.....	2 P.M.
BOSTON.....	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street.....	2:30 P.M.
BUFFALO.....	PARAMOUNT PROJECTION ROOM, 464 Franklin Street.....	2 P.M.
CHARLOTTE.....	ROOM, 305-307 South Church Street.....	10 A.M.
CHICAGO.....	PARAMOUNT PROJECTION ROOM, 1306 South Michigan Avenue.....	1:30 P.M.
CINCINNATI.....	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway.....	2:30 P.M.
CLEVELAND.....	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street.....	8 P.M.
DALLAS.....	PARAMOUNT PROJECTION ROOM, 4120 South Harwood Street.....	2:30 P.M.
DENVER.....	PARAMOUNT PROJECTION ROOM, 1120 Stout Street.....	2 P.M.
DES MOINES.....	PARAMOUNT PROJECTION ROOM, 479 High Street.....	1 P.M.
DETROIT.....	PARAMOUNT PROJECTION ROOM, 116 Ledyard Avenue.....	2 P.M.
INDIANAPOLIS.....	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street.....	1 P.M.
JACKSONVILLE.....	FLORIDA THEATRES SCREENING ROOM, Florida Theatre Building.....	2:30 P.M.
KANSAS CITY.....	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte Street.....	2:30 P.M.
LOS ANGELES.....	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street.....	2:30 P.M.
MEMPHIS.....	PARAMOUNT PROJECTION ROOM, 362 South Second Street.....	1:30 P.M.
MILWAUKEE.....	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street.....	2:30 P.M.
MINNEAPOLIS.....	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue.....	2 P.M.
NEW HAVEN.....	PARAMOUNT PROJECTION ROOM, 82 State Street.....	2 P.M.
NEW ORLEANS.....	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street.....	2:30 P.M.
NEW YORK CITY.....	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Floor).....	2:30 P.M.
OKLAHOMA CITY.....	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue.....	10:30 A.M.
OMAHA.....	PARAMOUNT PROJECTION ROOM, 1704 Davenport Street.....	1 P.M.
PHILADELPHIA.....	PARAMOUNT PROJECTION ROOM, 248 North 12th Street.....	2 P.M.
PITTSBURGH.....	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies.....	2 P.M.
PORTLAND.....	PARAMOUNT PROJECTION ROOM, 909 Northwest 19th Avenue.....	2 P.M.
ST. LOUIS.....	PARAMOUNT PROJECTION ROOM, 2049-2053 Olive Street.....	1 P.M.
SALT LAKE CITY.....	PARAMOUNT PROJECTION ROOM, 270 East 1st South Street.....	1:30 P.M.
SAN FRANCISCO.....	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue.....	2 P.M.
SEATTLE.....	PARAMOUNT PROJECTION ROOM, 2330 First Avenue.....	1:30 P.M.
WASHINGTON.....	PARAMOUNT PROJECTION ROOM, 303 H Street, N.W.....	2 P.M.



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## Theatre Construction, Openings and Sales

### CONSTRUCTION:

Steeleville, Ill.—Construction is under way on a new drive-in adjacent to the Steeleville "Y," about eight miles out of Sparta. It is owned by Stuart Morganstern and Woody Schmidt.

### OPENINGS:

Augusta, Ga.—The No. 1 Drive-In, capacity 300 cars, opened here last month.

Big Spring, Tex.—The Jet Drive-In on the San Angelo highway was opened May 22, fifth operating unit of Big Spring's Robb Amusement system. J. Y. Robb is owner.

Big Spring, Tex.—Griffing-Lasky opened a drive-in here recently.

Buena Vista, Colo.—John Groy, owner and manager, opened the Pearl Theatre here.

Bultio, Mont.—The Bridgeway Drive-In was opened here recently by Chub Munger and John Delaney.

Cambridge, Mass.—The Fresh Pond, first drive-in here, was opened recently by John A. McLaughlin, Walter H. McLaughlin, Charles S. McLaughlin, John W. Powers and the White family, all of this city. It has capacity of 1,030 cars.

Campbellsville, Ky.—July 1 is set for opening date of the Campbellsville Drive-In. 300-car capacity. Owners: R. H. and R. C. Whitlock, George Kemp and Richard Lee Smith.

Dalhart, Tex.—The El Rancho Drive-In was opened here recently by J. C. Parker. Its capacity is 356 cars.

Des Moines, Iowa.—The new West-Vue Drive-In on Higham road and 85th was opened recently by Iowa United Theatres. It has space for 600 cars.

Edmond, Okla.—Jack and Jimmy Hall are finishing a new drive-in with capacity for 350 to 500 cars. Announced to open in May.

Fort Wayne, Ind.—The new 530-car Tillman road drive-in near here was slated to open June 7 by Charles Landeslager.

Fredericksburg, Va.—The Pitts Drive-In opened here recently.

Galveston, Tex.—The new Oleander 800-car drive-in was opened here by Interstate Theatres.

Greenville, Tex.—The Trail Drive-In has been opened by M. E. Hamm.

Hannibal, Mo.—The Frisina circuit planned to open a 600-car drive-in near here early in June.

Hannibal, Mo.—The Frisina Amusement Co. drive-in was to open in June. It will accommodate 600 cars and may be enlarged to 750.

Hinesville, Ga.—Pete Brice Amusement Co., Vidalia, was scheduled to open a new drive-in on May 29.

Jacksonville, Ark.—The 350-car Jacksonville Drive-In was opened here on June 16 by P. W. Dupree.

Keokuk, Iowa.—The Frisina circuit planned to open its 600-car drive-in here on May 20.

Keokuk, Iowa.—The Frisina Sky-Lark Drive-In, with capacity for 600 cars, opened a mile and a half south of here recently.

LaGrange, Tex.—C. A. W. Schiege is about to complete a 100-car drive-in here, to be enlarged if necessary.

Licking, Mo.—A new 350-seat theatre was opened here by L. H. Pettit.

Lindsay, Ont.—The new Century Theatre, seating 750, was reported ready for opening in mid-June.

Lindsay, Okla.—The new Hillcrest Drive-In on Highway 76, to open in early summer by Aveve and Harry Waldron. Capacity 283 cars.

Little Rock, Ark.—The Pine Drive-In opened here. It is owned by the Arkansas Amusement Co.

Loveland, Colo.—Elmer Martel plans to open a 300-car drive-in a mile south on King's road, some time in June.

Mayssville, Tenn.—The Parkway Drive-In, 350-car situation, opened May 16.

Mount Olive, Ill.—The 400-car Mount Olive Drive-In near here was to be opened in June by Louis

Odorizzi of Staunton, Ill.

Newark, N. J.—The Livingston Drive-In, Route 10, opened recently.

Norwalk, Conn.—The Lockwood & Gordon circuit opened its Norwalk Drive-In late in May. Capacity: 700 cars.

Pacific Mamer, Calif.—The new Seavue Theatre, three miles south of San Francisco, was opened recently by Samuel C. Levin.

Palo Alto, Calif.—The Cardinal Theatre, seating 500, was opened recently on the site of the former Mayfield by L. A. Hamm, president Cardinal Theatre Co.

Pawhuska, Okla.—The 288-car Corral Drive-In has been opened by Video Independent Theatres a mile and a half south of town.

Stamps, Ore.—The May Drive-In recently opened by Van Emerson of Louisville, Ark.

Sudbury, Mass.—J. Sickery & Associates opened the new LaSalle Theatre, with 500 seats.

St. Charles, Ill.—Dave Komm and wife are opening a new drive-in here.

Sallisaw, Okla.—The Sequoyah Theatre has been opened by Carl Phillips.

Tulsa, Okla.—The Modern-Aire Drive-In opened one side of a 750-car drive-in on May 24.

Utica, N. Y.—Griffing-Lasky opened a new drive-in here recently.

Westport, Mass.—Griffing-Lasky opened a 700-car drive-in here recently.

### SALES:

East St. Louis, Ill.—Carpenters' Local 169 has made a down payment toward the purchase of the Roxy Theatre building from former state senator Louis Menges, Harlingen, Tex.

Falls City, Neb.—The Rivoli Theatre, owned by Tri-States Theatre Corp. of Des Moines, has been purchased by Tony Schroedl.

Fort Dodge, Iowa.—The Dodge Theatre here, has been sold to Clyde Shade of Franklin, Neb., by Martin Holzman.

Genesee, Idaho.—Mr. and Mrs. Ray Cameron turned the Genesee Theatre back to Walter Campbell, original owner.

Gresham, Neb.—K. F. Nelson of Utica, Neb., has taken over operation of the Gresham Theatre.

Logan, Iowa.—The Logan Theatre has been sold by Glen Partlow to Harold Lamb.

Minden, Ia.—Interests in the Joy Theatre were purchased from Joy Houch by Mrs. Ruth Cobb Cheshire of Minden and W. H. Cobb, formerly of Springhall, now of New Orleans.

Montfort, Wis.—The Fort Theatre has been sold to Mr. and Mrs. Ralph W. Farrington by Walter Abel of Lancaster, Wis.

Mount Olive, Ill.—Mrs. Josie Lawson has sold the 500-seat New Grand Theatre to Joe Katz of Benid, Ill.

New Britain, Conn.—The Music Box, 984-seater, has been sold to Andy Jacomowski.

New Port Richey, Fla.—H. C. Baker of Tampa has purchased the Vogue Theatre from Charles Richelieu.

Port Huron, Mich.—Edward Pasco, who disposed of the Riviera here, has taken over the St. Clair in St. Clair, Mich., from Alex Slendak.

Roxbury, Mass.—The Humboldt Theatre here, long closed, has been sold and will be converted into a warehouse.

Salem, Ky.—J. C. Davenport has purchased the Warner Theatre from Roland Foster. The Warner replaces a theatre destroyed by fire.

St. Petersburg Beach, Fla.—The Beach Theatre on Corey avenue has been purchased by Fred Van Doren. It seats 515 persons.

Tarpon Springs, Fla.—Carl Floyd, circuit owner, has purchased a tract of land here and plans to erect a drive-in on it.

Wellsville, Mo.—Bill Weiss has sold his stock in Crescent Productions to John R. Feese, owner of the Regal Theatre here.

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CHESTER FRIEDMAN  
EDITOR

HUGH E. FRAZE  
Associate Editor

# Boxoffice Showmandiser

SECTION

PRACTICAL IDEAS

## \$64 Question

Should theatres advertise sports telecasts like the recent Louis-Savold fight on the sporting pages of the newspapers? This provocative and interesting question is raised by H. M. Addison, veteran theatre executive with Loew's for many years, who, since retiring, has been doing field exploitation for the film companies.

Addison raises the question objectively. He thinks that the few theatres which are in on the ground floor of sports telecasts by virtue of having the necessary equipment, may establish a precedent which in years to come may prove costly and burdensome. Stay off the sports pages, he counsels, or the entire industry may one day find itself paying for space which it should rightfully receive gratis.

His theory is predicated on the fact that newspapers give baseball, boxing, golf, racing, etc., miles of free publicity because these subjects have high reader interest.

Baseball clubs, he points out, usually take no more than an inch or two of paid advertising for their games, and only when the team is playing at home. Fight promoters generally do not spend one penny for advertising even their major attraction; they reap a harvest of free space in sports columns. The same is true of other sports enterprises. And television and radio enjoy a greater proportionate bounty of free space than motion pictures and are generally exempt from paying the discriminatory and higher amusement rates which theatres pay for advertising.

Once the theatres establish a policy of advertising their sports telecasts on the sports pages of the papers, it may be difficult to persuade editors that the theatre attraction has straight news value and as such, is entitled to publicity on a gratis basis.

Before the theatres go on setting the stage for what might in the future become rigid policy with newspapers, exhibitors should thoroughly weigh Addison's theory.

—Chester Friedman

## Sports TV-Casts Presage New Merchandising Ideas

RINGSIDE SEAT  
PRESS SECTION

Loew's CENTURY THEATRE

CORDIALLY INVITES

TO WITNESS THE EXCLUSIVE TELECAST  
OF THE

LOUIS vs. SAVOLD HEAVYWEIGHT  
FIGHT

DIRECT FROM THE POLO GROUNDS N. Y.  
ON THE 33,000 SQ. IN. MOVIE SCREEN OF  
LOEW'S CENTURY THEATRE

WEDNESDAY NITE - JUNE 13th - 10 P. M.

RAIN CHECK

IN CASE OF RAIN THE FIGHT  
WILL BE HELD THURS., JUNE 14

While exhibitors are still studying the box-office impact of televised sports events as an exclusive theatre deal, it is especially interesting to observe the merchandising campaign which helped introduce the installation of the physical properties and to attract a sellout house at Loew's Century Theatre in Baltimore for the Louis-Savold match.

Jack Sidney, publicity manager for Loew's in that city, revealed that sports newsmen and radio reporters were eager to cooperate in publicizing the fight. Sports clubs extended a cooperative hand. And advertising-conscious merchants were not averse to tying in. The theatre gave the fight a strong ad and exploitation campaign, besides, and the general conclusion one draws is that many new avenues of promotion will be opened as and when these sports broadcasts attain general stature in the motion picture theatres.

The theatre campaign included radio and newspaper advertising; the distribution of oversize heralds not unlike those which fight promoters use; special hard tickets for "ringside seats" which went on sale in advance and included the familiar "rain check"; jumbo window cards for distribution in barber shops, garages and places where men congregate; billboard advertising near large industrial plants, and a novel merchant tie-in.

Roberts Jewelers, Inc., sponsor of a one-hour show on WBAL, advertised a free admission ticket for the fight to the first 200 persons who made a purchase at the store. Complete details of the telecast were given on the sponsor's show. The store paid regular admission price for the tickets and advertised the offer in newspaper ads.

Notices of the telecast were placed on bulle-

tin boards of factories and plants employing male workers. Five hundred window cards advertising the fight were scattered over a wide area in the city and environs, and the 10,000 circus heralds were put out house-to-house to get maximum efficiency in coverage.

The papers were cooperative in publicizing both the fight telecast and the equipment installation at the Century. The Evening Sun assigned a reporter to get a special story which was used with photos of the new mechanism. This was followed by additional publicity including an editorial and mention in the columns of the sports editor and movie reviewer.

The News-Post ran seven separate stories including art with breaks in the news section, the sports pages, the amusement page and the television section. In addition, every newspaper within a radius of 100 miles was serviced with news, sports and television stories, with effective response in towns like Frederick, Annapolis, Cambridge, Salisbury, Hagerstown, etc.

Gratis plugs which reached the at-home audience included mention of the equipment installation and the theatre telecast of the fight over WMAR-TV, WBAL-TV, WAAM-TV, WCAO, WFBR, WITH, WBMD, WWIN, WBAL and WCBM. These gratis plugs included numerous mention on sports broadcasts.

The theatre campaign concentrated on the fact that the fight offered the public a first-time opportunity to see a major sports event on a local theatre screen. The exclusive angle was also played up to stress the fact that homeowners could not see the fight in their favorite arm chair.



## Even Holy Week Slump Can Be Beat With Smart Booking and Promotion

Exhibitors who file their copies of the Showmandiser section and use the Index for reference will be interested in a promotion engineered by Harry Wiener, manager of the Eckel Theatre in Syracuse, which packed the theatre during one of the toughest weeks in show business, Holy week.

Wiener booked a Walt Disney package program of "So Dear to My Heart," "Bambi" and "Three Little Pigs." The Syracuse Council of Children's Entertainment endorsed the show as a "mother's helper" and gave it all-out support. Fifteen thousand special heralds were distributed in public and parochial school classes, with excellent cooperation from the school board.

Dey Bros., leading Syracuse department store, devoted an entire floor where toys are sold to special displays announcing the Eckel program. The store purchased 5,000 theatre tickets which they gave away to customers.

The theatre lobby throughout the holiday period featured an exhibit of live rabbits, under the special care of boy and girl scouts and 4-H club members. A lamb impersonating Bobby Driscoll's Danny of "So Dear to My Heart" was another great attraction for the kids. The lamb was hand-fed by Wiener at feeding times, to the great amusement of scores of youngsters who came to see the "kid" get its bottle.

Wiener took the lamb on a tour of the city, visiting radio stations and newspapers,



and got wonderful publicity breaks.

Additional newspaper publicity for the program was developed when the theatre played host to children from orphan homes on Easter Monday. The bunnies displayed in the lobby were given away to children holding lucky number coupons. In addition, a quantity of stuffed bunnies promoted from a toy shop were given to lucky youngsters in the audience.

The show, originally scheduled for a seven-day booking, played to such unusual crowds during Holy week that it was necessary to hold it over an extra two days, through Easter Monday.

## Sears' 'Go for Broke' On Sale Promotion

Ted Davidson put over two effective tieups which helped "Go for Broke!" in Lima, Ohio. Sears, Roebuck & Co. store ran a sale which was advertised as a Red Tag Warehouse Sale. Catch copy in the ads read "Sears Is Going for Broke, which means Shooting the Works." The ads included ad mats for the Ohio Theatre attraction and full credits. Sign display inside the store also featured the "Go for Broke!" message with playdates and star credits for the theatre.

The second tieup was with recruiting officers of the Army Organized Reserve. Davidson ran a midnight show and invited 150 active reserves, each of whom attended with one guest who paid regular admission. The public was invited to the show and attendance was excellent. An exhibit of machine guns and other lethal weapons in the theatre lobby attracted advance attention to the picture.

## Passes for Arrowheads

The first 25 patrons who showed up at the Regal Theatre, Hartford, Conn., on opening day of "Apache Drums" with an Indian arrowhead were admitted free by Manager Frank Morin. A lobby sign and newspaper readers announced the free offer and helped to stimulate extra publicity for the picture.

## All Facets Advertise 'Prince of Peace' Dates

Mrs. Robert Cole, manager of the Cole Theatre, Hallettsville, Tex., launched a campaign for "The Prince of Peace" which attracted long lines of patrons to the theatre boxoffice. Window cards were placed in every store window in town and were tacked on poles, fences, etc.

Permission was obtained to display a 40x60 in front of the postoffice. Mrs. Cole arranged for a still board display in a store window and covered the front entrance doors of the theatre with heralds and ad mats taken from the pressbook.

A cloth banner lettered with picture copy and playdates was stretched across the main street and was visible for blocks to motorists and pedestrians.

## Sidewalk Photographer Snaps 'Fabiola' Guests

Ed Linder, manager of the Astor Theatre in Syracuse, had a sidewalk photographer roaming the streets and taking pictures of crowds at busy intersections, in stores, etc., in his campaign on "Fabiola." The pictures were placed on display in the theatre lobby, with some of the faces circled. The public was invited to check the photos on display, and those whose faces were encircled could claim a guest ticket to see "Fabiola."

## Papers Break Letter And Photo Mementos Of 'Great Caruso'

Morris Rosenthal, manager of the Poli Theatre in New Haven, worked on several local angles to stimulate interest in "The Great Caruso." Two weeks prior to opening, he traced a local chef and a woman who at one time operated a pizzeria, both of whom had served Caruso during the opera singer's career. They both had, among their souvenirs, letters from Caruso and photographs taken with him. Rosenthal arranged to have these published in the Sunday Register and the Italian newspaper, Corriere del Connecticut.

Concert patrons of Woolsey Hall were circularized with postcards announcing the playdates. Three thousand color fan photos of Mario Lanza, with imprint on the reverse side, were distributed through music stores. Record shops and five-and-dime stores handling Lanza records displayed 30x40 window cards, streamers and counter cards.

Music and voice schools were contacted to inform all students of the picture playdates. Jukeboxes were sniped with tiein copy, 200 window cards were put out in Italian residential neighborhoods, and display cards advertising the booking were placed in downtown hotels, restaurants, garages, parking lots and the bus station.

## Telephone Campaign Promotes 'Caruso'

A personalized telephone campaign conducted by theatre employees helped exploit "The Great Caruso" at the Ohio Theatre in Lima, Ohio. Manager Ted Davidson reports that hundreds of local phone subscribers were thus informed of the picture playdates.

Hart's record store sponsored a five-column newspaper display ad which was followed by two three-column ads devoted to exclusive sales copy announcing Mario Lanza recordings and the "Great Caruso" playdates. The store advertised that a free guest ticket to the Ohio would be given every person who purchased an album of "The Great Caruso" score.

Special lobby displays, window displays and free radio plugs helped promote the booking.

## Archie Adams Gets Co-Op On 'Little Dividend'

Five neighborhood merchants sponsored a full-page newspaper co-op on "Father's Little Dividend" for Archie Adams, manager of the Florida Theatre, Vero Beach. Streamer copy across the top of the page advertised cash dividends for wise shoppers. A four-column display ad on the picture appeared in the center of the layout. All merchant ads were keyed to various baby items.

For lobby display, Adams obtained an animated cow from a dairy which had a moving head and blinking eyes, electrically contrived.

Diapers were hung on a clothesline around the outer edge of the marquee during the playdates, and several stores specializing in infant apparel and accessories used window displays with signs calling attention to the theatre booking.



## Paper Lauds Manager When Bus Companies Reduce Kid Fares

A front page story in the Hickory (N. C.) Daily Record, recently gave credit to Earl Holden, manager of the Center Theatre, for his intercession which won a reduced bus fare for children living in the county. The reduction is expected to benefit local merchants as well as stimulating theatre patronage.

Two months ago, fares were raised on the bus lines so that the kids living outside the city were forced to pay 15 cents for a ride into town. Holden met with owners of the bus lines and after a series of conferences, persuaded them to reduce the Saturday tariff to ten cents for kids under the age of 12.

Since more than 50 per cent of the membership of the theatre's Saturday Kid club is registered from the rural area, Holden found an enthusiastic response from patrons as well as the merchants of the community.

The Center Theatre was turned over to Lenoir Rhyne college for graduation exercises as another community service. All college and high school graduates received congratulatory letters and guest admission tickets from Holden as still another public relations promotion.

Blood donors who contribute to the mobile Red Cross unit which visits Hickory periodically receive an attractive card imprinted in red and blue on a white background which admits them to the Center Theatre in recognition of their patriotism. A message signed by Holden acknowledges appreciation for their interest in the national welfare and invites the donor to be his guest at any performance.

## Fuller Company Helps 'Brush Girl' Campaign

Ed May, manager of the Lincoln Theatre, Miami Beach, Fla., had the cooperation of the Fuller Brush Co. in exploiting "The Fuller Brush Girl." The organization supplied 20,000 special heralds and 5,000 doorknob hangers for distribution by company salesmen, and 500 bottles of toilet water which were given to women attending the opening day matinee. In addition, the company ran display ads plugging the picture and theatre playdates in both Miami dailies. The theatre ads advertised the perfume giveaway which was also announced on a 40x60 in the lobby.

## Gas Board Assists 'Tea' At Woodford, England

William J. Beadell, manager of the Majestic Cinema, Woodford, England, took advantage of a local tieup with the gas board, in conjunction with a national cookery competition, to exploit "Tea for Two." Local contest winners were presented prizes on the theatre stage, resulting in newspaper publicity for the picture and the gas board. A display was set up consisting of an 8x15 foot streamer, four-foot blowups of the stars in the picture, a modern gas cooker, and a table set for two. It attracted considerable attention from theatre patrons, and the company set up a similar display at its showroom.

## Cute Kid Caper by Dan Flanagan Is Good 'Bedtime' Shenanigan



Daniel Flanagan, manager of the Paola (Kas.) Theatre, had help from his family in exploiting "Bedtime for Bonzo." The assistance took the form of a unique lobby display, pictured above, for which his small daughter, Judy Kay, consented to lend him her rocking chair, doll buggy and teddy bear. These were displayed amongst a setting of stills depicting scene highlights from the picture.

As a condition of the co-op tieup, Judy insisted that she be permitted to play with her toys while they were on display. Flanagan finally persuaded her, whenever patrons asked what she was doing in the lobby, to reply: "Shhh . . . it's 'Bedtime for Bonzo.'" Long before the picture opened, folks were dropping around at the theatre to see the three-year old.

To further exploit the playdates, Flanagan ran a series of teaser ads in the local daily; used a six-column by four-inch display ad the day before opening, and distributed folder-type handbills obtained from the exchange.

A kiddy club organized in Paola under the sponsorship of a local dairy is credited by Flanagan with building up his Saturday

matinee attendance. Club meetings are conducted on Saturdays. Once a month, the dairy provides watches, baseball gloves and bats, tennis rackets, roller skates, etc., to be auctioned among club members for bottle caps on the Paola Theatre stage. On auction days, the dairy gives the kids a free show by paying regular theatre admission for every member who attends. The only cost to the theatre for this entire promotion is the expenditure of \$8 for a screen trailer.

To exploit "Storm Warning," another recent attraction at the Paola, Flanagan made use of his talent as a sign man to build two attractive display boards for the theatre lobby which became part of a flash front during the current playdates.

An overhead board lettered with the title against a background of simulated flames proved to be a real eye-catcher and stopped pedestrians as it caught their attention.

Additional ballyhoo for the picture was provided by having an usher dressed in klan robes and hood patrol the business and residential areas, carrying a hand-lettered sign.

## Screens Local Films

Tony Anderson, manager of the Pontiac Theatre, Saranac Lake, N. Y., had 35mm color pictures taken of the Memorial day parade showing the various contingents which participated and crowds of people lining the streets. A truck in the parade was bannered with signs announcing that the films would be shown on the screen of the Pontiac. Rural visitors in Saranac turned out in large numbers to see themselves on the theatre screen.

## Furriers Bid 'Fancy'

For "Goodbye, My Fancy," Joe Miklos, manager of the Embassy, New Britain, Conn., provided furriers with window displays featuring copy, "Goodbye to fancy fur prices at this store. 'Goodbye, My Fancy' can be seen at the Embassy Theatre, etc., etc."

## 'Frogmen' Lobby Exhibit At Roxy in New York

Tied in with the opening of "The Frogmen" at the Roxy in New York, publicist Isabelle Austin arranged the first public exhibition of highly scientific equipment used by under-sea commandos.

Included in the exhibit, which was on display in the theatre lobby for two weeks prior to opening, were frogmen suits, rubber boats, underwater writing equipment, demolition paraphernalia and many other items with which the public is not generally familiar.

The equipment was made available by the navy and Abercrombie & Fitch, largest distributors of underwater equipment in the country. The store set a precedent by devoting a full window display to the equipment, tied in with the Roxy playdates.



## 4-H Clubs and Dairy Tie in With Theatre On Milking Contest

A mutually beneficial tieup was consummated recently by Harry Unterfort, Schine circuit zone manager, and Charles Graziano, manager of the Paramount Theatre in Syracuse, with Milk for Health, Inc.

Highlight of the deal was a public milking contest on the stage of the Paramount in conjunction with the screen program, "House on Telegraph Hill" and "Fighting Coast Guard." The contest was open to volunteers from the audience and 4-H club members. Cows for the occasion were obtained through the cooperation of the Farm Bureau.

Each contestant received \$5, a milking pail and a stool for their sportsmanship in participating. Prizes for winners, donated by merchants and banks, included a radio set, a radio clock, a \$25 savings bond, etc.

To stimulate interest in the contest, a full-size replica of a Holstein cow was on display in the theatre lobby. One particular day was designated Free Milk day for theatre patrons, for which the Syracuse Dairy Council donated the milk. Although the milk was dispensed gratis, voluntary contributions were accepted from patrons in behalf of the charity milk fund for underprivileged children.

Publicity broke on the farm and country page of the Sunday Post-Standard beginning two weeks in advance. Al Warner, farm editor for radio station WFBL, who acted as master of ceremonies and judge of the contest, gave the affair daily announcements on his regular morning farm show.

## Local Bathing Beauties Model 'Riviera' Styles

A combination bathing suit style show and beauty contest was promoted by Monroe Kaplan, manager of the Strand Theatre, Delaware, Ohio, to publicize "On the Riviera."

A local shop sponsored the contest, provided all the bathing suits, and had a crew of beauty experts on hand to help dress the girls and assist them with their makeup. Twenty models were selected on the theatre stage for form and beauty, and each received a consolation prize. The sponsor donated three major prizes for the Riviera queen and two runnersup.

The contest was well publicized by window displays, plugs over the local radio station, and advance newspaper stories.

## Hobby Horse Setpiece Used for 'Groom' Bally

A clever lobby setpiece stimulated advance word-of-mouth publicity for "The Groom Wore Spurs" at the Athena, Athens, Ohio. Manager Fred Lentz placed a cutout of Jack Carson astride a hobby horse. Next to this he placed a life-size cutout of Ginger Rogers. A sign carried appropriate copy in a humorous vein.

Lentz recently gave away a new Ford in conjunction with local merchants. Each merchant distributed drawing coupons and paid a share of the cost of the car and all advertising.



These six bobby-soxers made a colorful flash walking through downtown St. Louis to ballyhoo "Mr. Imperium" for Russ Bovim, manager of Loew's State Theatre there. Bovim tied up with Gil Newsome, station KWK disk jockey, who featured the Ezio Pinza hit tunes from the picture on his daily Bandstand Revue. Each girl carried a portable phonograph so that pedestrians and shoppers could enjoy the music while going about their business.

## Airer Promotes Showing Of 'Fantasia' by Mail

Carl Stroud, manager of the Burnet Road Drive-In, Austin, Tex., promoted the first open-air engagement of "Fantasia" with advance ballyhoo and exploitation. A special mailing piece was sent to a select group of music lovers in the community, a ballyhoo truck was engaged to tour the downtown and residential areas and a co-op tieup was made to admit the students of Texas university, with a portion of the proceeds directed to their college fund. Teaser ads starting two weeks prior to opening preceded the regular ad campaign.



Wearing a Riviera bathing suit with a transparent raincoat over it, and carrying a colorful umbrella lettered with picture and playdate credits, an attractive model strolled nonchalantly through the business section of Worcester, Mass., to exploit "On the Riviera." The stunt was engineered by Bob Bergin, assistant manager of the Poli Theatre, and was responsible for advance word-of-mouth publicity.

## Merchants Give Gifts Plus Show to Fathers At Medina Drive-In

As a tribute to fathers on Father's day, Archie Adlman, manager of the Easton Medina Drive-In near Easton, Pa., tied up with the merchants association in sponsoring a free show including entertainment and \$2,000 in prizes. The event drew a capacity crowd and resulted in tremendous goodwill for the theatre.

The merchants took over the theatre on Thursday night prior to Father's day and paid all the expenses involved, including the imprinting of tickets which were distributed to customers; entertainment, including an 80-piece all girl band, and all advertising.

The publicity started ten days in advance with front-page news breaks in the Easton Express. The program was emceed by the mayor of Easton who cited ex-Mayor Horace Lehr as the oldest father. Leading merchants were introduced, and prizes and gifts were presented to fathers in the audience.

Adlman promoted the necessary platforms, movable chairs and a public address system which was delivered, erected and dismantled by the city without charge.

The feature film, appropriately, was "Father Was a Fullback."

## Artist Makes Sketches Of Stars of 'Up Front'

To exploit "Up Front," Dana Bradford, manager of the Rosetta in Miami, Fla., engaged a local artist to sketch pictures of the two principal characters in the film at street intersections. The artist set up his easel and proceeded to make the drawings while crowds collected. The picture title and playdate were lettered at the bottom of each sketch, then presented to one of the spectators.

Bradford had his theatre staff wear helmets lettered with "Up Front" and theatre dates a week in advance of opening. Special heralds were distributed to homes and left in parked cars.

## Fashion Program Draws With Reissue Picture

Tying in the picture title, "You Can't Take it With You," with the high school courses in sewing and home economics, Manager Pierre Lamarr of the Allen Park (Mich.) Theatre promoted a fashion show on the theatre stage. Students modeled dresses they had made in the school courses. Lamarr sold the idea to educational heads, with the result that the entire fashion show was promoted gratis, and the theatre benefited through goodwill and increased attendance at the boxoffice.

## Beauty for 'Riviera'

Bob Carney, manager of the Poli Theatre, Waterbury, Conn., promoted a bathing beauty contest on the stage in behalf of "On the Riviera." Prizes were donated by local merchants and the press cooperated with advance stories and art. The contest was staged on opening night of the picture and attracted extra patronage.



## Stencils on Sidewalk And Outdoor Stunts Exploit 'The Thing'

H. R. Emde, manager of RKO Proctor's Theatre, Newark, N. J., used an effective sidewalk teaser to exploit "The Thing." A huge wooden cage was set on a platform near the curb, with a sign: "Reserved for 'The Thing.'" The stunt piqued the curiosity of passersby.

A truck carrying A-board advertising toured the downtown section and appeared at schools, factories and in the theatre section. In the theatre lobby, a large board was placed on an easel with chains, pieces of bent steel, locks, a revolver and a rifle. Accompanying sign read, "These items failed to hold 'The Thing,' etc."

A stencil of a huge footprint with six toes was painted on the sidewalk, with copy: "The footprint of 'The Thing.'" During the playdates, cutout letters from 24-sheets were used on both sides of the marquee.

A tieup was made with the Branford florist shop for a display of a petunia plant and a sign, "Walter Winchell said, compared to 'The Thing,' 'Dracula' was a petunia."

Another ballyhoo which attracted lots of attention was a large block of ice placed on the sidewalk with a rope and a sign, "This is how they found 'The Thing.'" Inside the theatre, on glass doors, restroom walls, etc., cardboard cutouts of a question mark, a claw and an eye were useful in stimulating advance interest in the playdates.

### It's a Bird, It's a Plane, Or Maybe It's 'The Thing'

Andrew Gibson, manager of the Plaza Theatre, Erie, Pa., came up with a novel ballyhoo on "The Thing." He engaged a plane, and on the evening of opening day, just about dusk, he had the plane flown over the city, belching chemically made clouds of flame and smoke. Transcribed announcements of direct plugs for the picture came over a loudspeaker to the mystified people on the streets. Just as the plane reached the center of the city, a quantity of flash bulbs rigged to an open circuit were set off to produce a blinding glare. Gibson had previously tipped off police, radio stations and the newspapers so that the subsequent bombardment of telephone calls could be properly answered.

### Spectacular Display Exploits 'The Thing'

A spectacular outside display in front of the theatre, a week prior to opening and during the playdates, helped "The Thing" for Robert Crossley, manager of the Beacham Theatre, Orlando, Fla.

Crossley borrowed a huge coffin from a local undertaker, and decorated it with flowers and Spanish moss. From within the box, a radio speaker emitted noises of animal screeches, howls and screams, from a recording made at the local radio station. Another recording with sounds of bullet shots, crackling noises of burning, screaming rocking, etc., added to the interest-provoking attraction.

## Space Man at Speedway To Exploit 'Planet'

Frank Paul, manager of the Lyric, Indianapolis, had a space man from another planet visit the Indianapolis speedway during the qualification races for the Memorial day classic as a stunt for "The Man from Planet X." Photos were taken of the man from space congratulating drivers who qualified, and the pictures were planted with the local press. The space suit man appeared on the downtown streets three days prior to opening, rode about town in a promoted car, and was interviewed on radio and television programs.

## Six-Sheet in Window Ballyhoos 'Caruso'

Jack Herndon, manager of the Grand, Macon, Ga., obtained a full window display in the local five-and-dime store consisting of a six-sheet, a set of 20 still photos, and a display of Mario Lanza record albums. Across the top of the window was a huge streamer calling attention to the fact that "The Great Caruso" was booked at the Grand. Inside the store, three one-sheet cutouts were displayed with theatre credits.

Letter-writing contests were used on radio stations WMAZ, WBML and WIBD, offering Lanza record albums as prizes for listeners identifying hit tunes sung by Lanza. Herndon got the albums from the RCA Victor distributor.

Three thousand heralds were distributed throughout the city, and 500 postcards announcing the playdates were mailed to members of the Macon Art Society.

## Racing Car on Display

Al Davidson, manager of the Odeon Theatre, Victoria, B. C., borrowed a racing car from a neighborhood service station and exhibited it in the theatre lobby a week prior to the opening of "The Big Wheel." Display signs called attention to the playdates.

## Personal Appearance Of 'Fat Man' Rates Radio Interviews

Bill Brereton, manager of the Lafayette Theatre, Buffalo, N. Y., capitalized on the personal appearance of Jack Smart to promote widespread interest in "The Fat Man." Smart, who is a former Buffalonian, received columns of free newspaper publicity by following the schedule prepared by Brereton and Bob Wile, U-I exploiteer.

The radio and screen actor visited Lafayette High School, his alma mater, and was photographed with one of his old teachers in the classroom where he sat years ago.

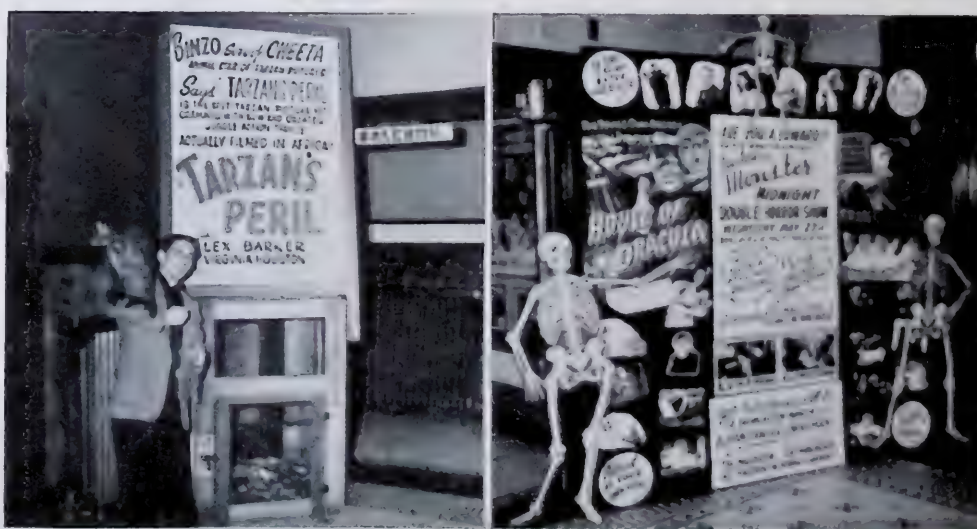
The Courier-Express photographed Smart working on a crime case with the town's best known detective. Smart appeared with Jim Tranter on an evening television show, appropriately titled "The Clue." He was on six separate radio broadcasts, and made three personal appearances on the theatre stage opening day.

The Kaiser automobile dealer provided a new model car for ballyhoo purposes and sponsored a newspaper ad advertising the Lafayette attraction. Several local shops advertised the picture by tying in merchandise specialties for "the big man."

All theatre ads carried special box announcements plugging the personal appearance of radio's famous "Fat Man" on the Lafayette stage.

## Litho Animates Marquee

Lester Fagg, manager of the Roxy, Tacoma, Wash., found a 24-sheet on "Up Front" well adaptable for display purposes on the marquee attraction sign. The letters spelling out the title were mounted and cut out, as were two illustrations used at both ends of the front side of the canopy. For street ballyhoo, Fagg had two men dressed as GIs drive through the downtown area in a bannered jeep obtained from the army ordnance depot.



These effective lobby displays were used by Don Edwards, manager of the Hoosier Theatre, Muncie, Ind., to stimulate interest in current screen shows. At left: Edwards holds a live monkey which he borrowed from the city park, in conjunction with "Tarzan's Peril." Edwards billed the monkey as Binzo, son of Cheeta. When word spread around that a live monkey was on view at the Hoosier Theatre, the lobby jammed up with curious spectators. At right is a display used to exploit the double horror program, "House of Dracula" and "House of Frankenstein."





### EYE APPEALING DISPLAYS SELL TICKETS

Vic Nowe, manager of the Hyland Theatre, Toronto, is noted for his distinguished and eye-appealing theatre fronts and displays which are executed in keeping with the arty type of films the house programs. Nowe uses good variation in type and layout

for both his display signs and the marquee attraction letters. Pictured above, left to right, special marquee treatment for "Of Men and Music," and the dignified but seat-selling panel frames in front of the theatre.

## Shop and Show Days Help in Kansas

Twenty merchants are sponsoring a summer-long series of Shop and Show Days through a tieup arranged by J. D. King, manager of the Commonwealth theatres in Lawrence, Kas. The promotion is proving profitable for the businessmen as well as the theatre and is steadily improving the relationship between the theatre, the merchants and parents.

King set the stage for bringing the store owners into the deal by previewing ten films from the Children's Library for the American Ass'n of University Women at the University of Kansas. They gave King a letter stating they had seen each of the pictures and endorsed them. King took the letter to the merchants and outlined his plan.

Each merchant distributes admission tickets to the Granada Theatre for the tickets and advertise the giveaway in a cooperative newspaper ad which appears in the daily paper every Thursday.

According to King, the first two shows brought a capacity audience to the theatre. He makes a personal talk to the kids from the stage each week, stressing courtesy, good theatre behavior and safety precautions.

## Ohioans Get Look-See At Their First Tank

Citizens of Cuyahoga Falls, Ohio, had their first closeup inspection of an army tank when the Lake Theatre there played "The Steel Helmet." Ray Brown, manager of the Lake, tied up with the army recruiting service to have a tank stationed in front of the theatre throughout the run of the picture. Interested persons were permitted to go inside the tank, while a serviceman was in attendance at all times to answer questions about its operation. A display of Korean war souvenirs was set up in the theatre lobby.

## 'Sun' Trophy Is Offered Norwich, N. Y., Golfers

An attractive trophy valued at \$30, offered to the local golfer getting the lowest score during the engagement of "Follow the Sun" at the Colonial Theatre, Norwich, N. Y., made a hit with golfers and resulted in tieups and extra publicity for the picture.

The trophy was promoted from a neighborhood jeweler by Manager Bill Straub. The newspaper ran stories; the country club displayed two one-sheet cards; and a display sign was exhibited in the jewelry store window, announcing the contest.

Additional window displays were set with a sporting goods store and a dress shop, featuring copy, "Follow the Sun" in the latest summer wear, etc."

The hole-in-one stunt suggested in the pressbook was used in front of the theatre, with free passes offered to lucky contestants.

## Miss America Entries Vie on Buffalo Stage

Eddie Meade, manager of the Buffalo (N. Y.) Theatre, promoted a bathing beauty contest to select a local representative for the Miss America pageant, in conjunction with his campaign for "On the Riviera." Suitable prizes were promoted for the winner, and the Crosley dealer ran a three-column newspaper co-op ad which announced the contest, the picture playdates, and the fact that a portable radio would be among the prizes offered the winner.

## Sets 'Caruso' Windows

Howard Burkhardt, manager of the Midland Theatre in Kansas City, had the co-operation of the RCA Victor record distributors in promoting "The Great Caruso." Fifteen music shops including Jenkins Music Co., largest in the midwest, devoted liberal window space to displays of "Great Caruso" records, stills, accessories and large cutouts, in addition to signs advertising playdates.

## Barker Spiels Date Of 'Caruso' Booking

Teaser slugs in daily newspaper ads gave patrons of the Beacham Theatre in Orlando, Fla., advance notice of the playdates of "The Great Caruso." A week prior to opening, Manager Richard Crossley had his sidewalk barker don a costume similar to one worn in the film production and make special announcements over the outdoor public address system.

Crossley tied up with seven record dealers who handle RCA Victor products for attractive window displays including albums of the songs sung by Maria Lanza and art signs plugging the picture.

Sears Roebuck devoted a full window to music tying in the film attraction with theatre credits, and five additional stores which retail records and albums used interior displays and window posters.

According to Crossley, the music promotions paid off in increased interest and higher attendance during the picture's engagement.

## 13 Merchants Sponsor Page 'Dividend' Ads

Grant Martin, manager of the Virginia, Champaign, Ill., had 13 merchants sponsor a full-page newspaper co-op ad in conjunction with "Father's Little Dividend." Each merchant advertised special merchandise and services for babies, and each offered a merchandise prize to the parents of the first child born in any local hospital on opening day of the picture. Full window displays in each of the merchants' stores further helped to promote the playdates.

## Gets 'Broke' Exhibit

Rufus Shepherd, manager of the Palms State in Detroit, obtained an exhibit of war equipment from local army officials for display in the theatre lobby on "Go for Broke!"



## Prison Wall Display And Tabloid Heralds Sell Gang Films

Jack Sidney, publicist for the Valencia Theatre, Baltimore, had a special display piece created to exploit the double feature program of "Dillinger" and "The Gangster." The background depicted the walls of a prison and the piece was embellished with cutouts and stills from the features.

Special tabloid heralds were distributed in homes and in parked cars by three men dressed as convicts. The men also carried sandwich signs announcing the theatre attractions and playdates.

The Home News, local shopping paper, overimprinted "Crime Does Not Pay" plus theatre copy in red ink across the front page of 500 copies of the paper. These were distributed at downtown corners on opening day. The paper also sponsored a contest with "Dillinger" passes for the best letters received on "Why Crime Does Not Pay."

The Baltimore News-Post ran a four-day contest on the theme of FBI exploits which tied in with the show.

Radio promotion included gratis announcements on WCAO, WITH, WBMD and WFBR. Teaser cards were placed in downtown stores and 500 window cards were posted in town and in outlying sections.

## Big Eight-Page Program Offers News Interest

An eight-page program has been introduced to theatre patrons by Fred Leavens, manager of the Elmdale, Ottawa, Ont., Canada. The entire brochure is devoted to ad mats plugging coming attractions, and choice bits of Hollywood news and institutional theatre advertising. Designed by Leavens to induce reader interest so that people will hold on to it, the first issue to reach the Showmandiser office is a creditable and attractive layout with good makeup and interesting information.

## Bear Stalks Huntsman In Streets of Tacoma

In keeping with the comedy theme of "The Mating Season," Carroll Birdsell, manager of the Rialto, Tacoma, Wash., used a laugh-provoking street ballyhoo. He had two employes costumed, one as a hunter and the other as a bear with a papier-mache head. Equipped with signs, the ballyhoo men pulled a switch by having the bear stalk the hunter through the downtown shopping section. Special heralds in the form of laugh certificates were handed out to pedestrians and placed in parked vehicles.

## Display 'Air' Exhibit

David McCoy, manager of the Beacon in Hopewell, Va., tied in with the army air force recruiting service and obtained an exhibit for the lobby which was on display for a week prior to opening. Included in the exhibit were a jet fire suit and an army mobile kitchen. Both local newspapers reported the exhibit, with mention of "Air Cadet."

## Showmanship With Dutch Accent Reflects American Technique



Showmanship is showmanship, whether it be in the United States or any other part of the universe. At the Cineac Plaza Theatre in Amsterdam, Holland, "Sunset Boulevard" was exploited in the manner used by American theatremen to promote the film.

Pictured above is the effective theatre front and, at right, a street ballyhoo, both of which helped draw capacity crowds. Three girls carried suitcases appropriately lettered with picture credits and exposed newspapers overimprinted with theatre advertising.

Special circulars were distributed to stimu-



late interest in the picture. This consisted of a map of the Beverly Hills area near Hollywood, showing Sunset Boulevard running through Union Station to Santa Monica. The circular included the names of 25 popular film stars who live near Sunset Boulevard, so that patrons who wished to do so could correspond with their favorite actors and actresses.

In honor of the picture's engagement at the Cineac, the street on which the theatre is located was renamed "Sunset Boulevard," with lamppost signs changed for the occasion.

## Two-for-One Admission On Sweetheart Nights

As a variation on the two-for-one admission, Leonard Utecht, manager of the Manor Theatre, Chicago, has introduced Sweetheart night for Thursday evenings. Gentlemen attending with a lady pay full admission for one, the other getting in upon payment of the amusement tax.

For a recent kiddy matinee featuring a Roy Rogers film, Utecht promoted a radio set from a local appliance store which was presented to the holder of a lucky-number ticket.

## School Superintendent Helps Promote 'Valley'

Dwight Hanson, manager of the Valley Theatre in Eddyville, Iowa, whipped up interest in "Beaver Valley" by tying up with the superintendent of schools. After seeing the film at a screening, the superintendent excused from classrooms all students who wished to see the unusual short subject, and added his personal endorsement, urging the students not to miss it. The theatre lobby was flashed with posters, and the picture was advertised via radio plugs over station KBOE in Oskaloosa.

## To Star Mitzi Gaynor

Rights to "The Girl Who Couldn't Help It" were acquired by 20th-Fox as a starring vehicle for Mitzi Gaynor.

## Use Newspaper Contest To Promote 'Thing'

S. B. Robinson, manager of the Conway (Ark.) Theatre, used an effective newspaper contest on "The Thing." The theatre and the Log Cabin Democrat offered \$25 in prizes to readers who submitted the best 25-word descriptions of what they imagined "The Thing" to be. Circulars were distributed in the form of entry blanks.

Robinson got the newspaper and the police department to go along on a gag which rated a three-column cut and story in the paper on the day before opening. He had a small box shipped to him via railway express and arranged to have a police escort of three armed officers accompany him to the agency office when the box was delivered. The box was brought to the theatre in a police squad car with the sirens screaming. In front of the theatre a huge crowd collected, attracted by the uncommon sight of police officers with drawn guns and riot weapons.

Mark Noblitt has been added to Warners' "Come Fill the Cup."

**DRIVE-IN ENTRANCE & EXIT LIGHTS**  
40 inch, double-face or single, arrows right or left.  
**DRIVE-IN THEATRE MFG. CO.**  
775 Baltimore  
Kansas City, Mo.



## Dimensional Effect Adds Impact To Litho Displays in Toronto



"Lullaby of Broadway" was exploited by Tiff Cook, manager of the Capitol Theatre, Toronto, through window cards, outdoor posting, a special flash front and various other outdoor media.

A sound truck posted with six-sheets to give it a three-dimensional effect covered the downtown area as well as the residential and outlying districts several days prior to opening and during the playdates. One-sheets were sniped on fences, walls and other strategic locations throughout the area.

Theatre ushers wore sashes lettered with the picture title and starting date for ten



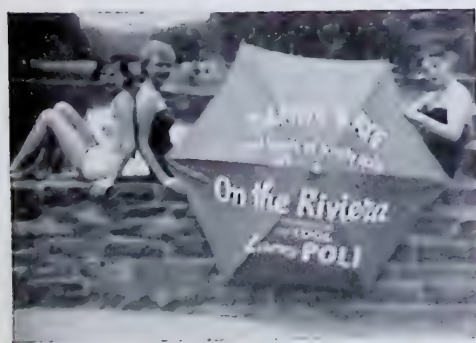
days in advance. The cashier was attractively attired in full-dress jacket, top hat, bow tie and boutonniere, to stimulate word-of-mouth publicity.

Cook tied up with record shops and jewelers for window displays and counter signs featuring illustrations of Doris Day. Bumper strips were used on cabs and cars belonging to theatre employees.

Several thousand stickers, imprinted with a two-column ad cut, were pasted on shop windows, poles, walls, etc., well in advance of opening. A three-dimensional effect was carried out in a flash front for current run.

## Bathing Beauties Put Emphasis on 'Riviera'

Lou Cohen, manager of the Poli in Hartford, Conn., used a multifacet exploitation campaign to promote "On the Riviera." Three attractive models dressed in bathing costumes



appeared on the grounds of old state house at Bushnell Park and in the downtown sections with a hugh beach umbrella lettered with copy advertising the playdates.

Ten thousand heralds were distributed, a merchant underwriting the imprinting costs in return for an ad on the back page. Two hundred window cards were spotted at choice locations throughout the city. A miniature

stage display and a 24-sheet pasted to the main lobby floor aroused advance interest.

Radio contests tieing in the music score were sponsored by disk jockeys on four Hartford radio stations, and advance and current stories with production stills were planted in the Hartford Times and Courant.

Cohen reports that his assistant, Norman Levinson, supervised the campaign.

## Full-Page Display Ad Sells Drive-In Shows

F. Chase Hathaway, owner-manager of the Hathaway Drive-In at Hoosic Falls, N. Y., recently took a full-page newspaper ad in the local Standard Press to advertise outstanding attractions booked for summer exhibition. Cuts from outstanding productions which will soon be shown occupied the major share of the space, with the four corners of the page devoted to institutional copy emphasizing the special services offered by the drive-in for all members of the family.

## Summer Odeon Manual

Inspired by a special manual prepared by the circuit advertising department, Odeon theatre managers will be concentrating on special "utility" stunts to sell their summer attractions. The 20-page manual includes a variety of ideas which have proved their value to showmen. It was prepared by Don Hudson, Jim Hardiman and Larry Graburn. The booklet suggests many inexpensive ideas which can be applied in almost any type of operation.

## Indian Head Contest Benefits Milk Fund And 'New Mexico'

A three-way tieup with the Cleveland Plain Dealer and the PTA Milk Fund helped to promote the opening of "New Mexico" for Arnold Gates, manager of the Stillman Theatre in Cleveland.

The Fund supplies free milk and crackers to needy children at playgrounds throughout the summer vacation recess. The public was asked to contribute Indian head pennies in a contest which was promoted by the newspaper. Three coin experts acted as judges in selecting coins on the basis of age and condition. Contributors of these coins received prizes. All contributions were turned over to the milk fund.

The Plain Dealer gave the promotion seven days of solid ballyhoo including four page-one breaks, an editorial and news stories in addition to notices in the amusement page columns. The theatre film came in for its share of gratis publicity. Contest prizes included a watch, set of luggage, portable radio, record albums and theatre passes.

## Assistant Promotes 'Dividend' Windows

One of the busiest stores in Dagenham, Essex, England, Gray's Cooperative Society, Ltd., devoted two exceptionally good window displays to merchandise tied in with the booking of "Father's Little Dividend" when it played at the Princess Cinema. The tieup was made by A. R. Tate-Lovely, assistant manager of the Princess, who took advantage of the fact that the publicity coincided with the renewal of ration books. All merchandise which surrounded the theatre displays consisted of scarce items in baby apparel and accessories from safety pins to tricycles.

## Expectant Mothers Show

Manager Norris Hadaway of the Alabama Theatre in Birmingham scored a hit with his Expectant Mothers matinee plugging the showing of "Father's Little Dividend." Manager Hadaway promoted door prizes which included gifts from the maternity shop of Loveman's department store and supplies of diapers from the Infants Diaper Service. Free milk and cookies were served to all through the courtesy of Southern Dairies. A special price of 25 cents prevailed up to 10:45 a. m.

## Golf Clinic Contest

Manny Winston, manager of the Wicomico Theatre, Salisbury, Md., tied up with a local golf clinic which paid for a herald announcing a contest in connection with "Follow the Sun." Customers at the clinic whose drive hit a "Follow the Sun" title board, located 150 yards from the tee, received a free guest ticket to see the picture. The circular announced the contest and advertised the film playdates. Only cost to the theatre was for the few passes awarded those who hit the board.

DRIVE-IN COMBINATION EXIT LIGHT  
& EXIT DRIVEWAY FLOODLIGHT—20 INCH  
Also Entrance Panels, Arrows Right or Left.  
DRIVE-IN THEATRE MFG. CO.  
729 Baltimore  
Kansas City, Mo.



# Canadian Motion Picture Pioneers in Third Annual Session



The Quebec division of the Canadian Picture Pioneers, formed three years ago by eight men associated one way or another with the film industry for 25 years or more, gathered recently at the Mount Royal hotel in Montreal, counting a membership of 128. The session elected Francis Ouimet as honorary president; Tom Dowbiggin, William Elman and Mike DeRoussey as vice-presidents; Eddie English, chairman of the Board; Len Jones, treasurer, and

Arthur Larente, secretary. Thomas Cleary remains as acting president.

Committee chairmen follow: John Ganetakos, fund raising; Hilly Case, sick visiting; Arthur Quintal, membership, assisted by John Levitt; Phil Maurice, entertainment; George Ganetakos, J. Arthur Hirsch and Benn Norrish, benevolent fund, and Allan Spencer, publicity. The photo shows those at the third annual session.

## FPC Shifts Managers In British Columbia

VANCOUVER—Famous Players has made managerial changes in several British Columbia theatres.

Dick Letts of the Strand Trail moves to Vancouver to manage the downtown International-Cinema, replacing Walter Hopp, who takes over the Kitsilano, local suburban, from Joe Millman, who is leaving for England. Alex Barclay of the Paramount, New Westminster, succeeds Letts at the Strand Trail and, in turn, is replaced by Frank McKenzie from the Alma, Vancouver. Earl Barlow, assistant manager of the Cinema, was promoted to manager of the Alma. All changes are effective July 1.

Beverly Clark takes over the Famous Players publicity department, the position held by her late father who died recently. Bill Bailee of the FPC art shop will help out Miss Clark in the publicity department under the new setup.

## Building Restrictions Hold Kamloops House

VANCOUVER—New Canadian restrictions on steel and building material have forced Famous Players to postpone its plans to build a new Paramount, 1,000-seat theatre at Kamloops in the British Columbia interior. Kamloops, with a population of 11,500, has only one theatre, the 678-seat Capitol, owned by Famous Players.

The chain, however, will go ahead and increase the car capacity of the Skyway Drive-In at Nanaimo on Vancouver Island at present to accommodate 500 cars. Kervin Fitzgibbons, supervisor for Famous Players outdoor theatres in Canada, is at present in Nanaimo from Toronto.

## Clappison Ainer Opened By Dydzak Brothers

TORONTO — The Clappison Drive-In was opened last week (21) at Clappison's Corners. The capacity is 1,000 cars on a 20-acre site with the cost estimated at \$150,000. The 40x60-foot screen is on a tower 70 feet high.

Projection and sound equipment was installed by Perkins Electric Co., Toronto. The Clappison is understood to be the first drive-in in Canada to use high-intensity arcs for projection on the aluminum sheeting screen.

The new theatre is the second to be opened by the Windsor Drive-In Theatres, of which the president and general manager is John Dydzak of Val d'Or, Quebec. A brother, Joseph Dydzak, is vice-president and contractor. The Dydzaks also own and operate standard theatres in the province of Quebec.

Kaplan & Sprachman, Toronto, was the architect.

## Many Car Plant Layoffs

TORONTO—The shutdown of automotive plants and the layoff of a large number of employees at Windsor, Tilbury and Toronto because of heavy tax increases on cars by the federal government is causing concern among theatre companies in Ontario. Windsor has been hard hit by the temporary unemployment of 11,000 workers at the Ford Motor Co. of Canada. Blame is also attached to the government's tightened restrictions on instalment buying of automobiles, causing a glut of new cars.

## Odeon Urges Churchgoing

TORONTO—All Odeon Theatres units are using a trailer on church attendance, winding up with the exhortation, "Go to the Church of Your Faith Next Sunday."

Mark Stevens has been booked for the male lead in "Mutiny," King Bros.' production.

## Canadian MP Council Will Meet Sept. 24

TORONTO — Preparations for the third annual convention of the Motion Picture Industry Council of Canada here September 24-26 were started last week at a two-day discussion by Arch J. Mason of Springhill, N. S., secretary-treasurer of the council.

Mason, mayor in his home town, a member of the Nova Scotia legislature and operator of the Capitol Theatre, conferred with Arch H. Jolley, executive secretary of the council, and other officials.

Matters to be discussed at the September convention will include public relations, box-office promotion, legislation, taxation, and intraindustry relations. The council, of which J. J. Fitzgibbons of Toronto is chairman, is made up of representatives of regional exhibitor organizations, the Canadian Motion Picture Distributors Ass'n and the Ass'n of Motion Picture Producers and Laboratories. The organization also has a panel of observers representing Famous Players Canadian Corp., Odeon Theatres, United Amusement Corp., and other circuits and independents.

The present national vice-chairman is David Griesdorf of Odeon and there are six standing committees.

## Free Tickets by Alarms

TORONTO — An interesting lobby stunt was used at the University and Nortown for "The Second Woman." Alarm clocks were set to ring at selected intervals and, at the sound of the bell, the second lady in line at the boxoffice was presented with a free admission.

Newcomer Joan Taylor has been assigned her introductory screen role as a Golden Circle player in Paramount's "Warbonnet."



# MARITIMES

Men and women who have returned to their home towns through the maritimes from Labrador have reported the cost of entertainment there is low. They report motion pictures are available every night and Sunday afternoons for free, and stage programs occasionally for a dime to 25 cents, and with top acts participating. Cigaretts are a dime a package. There is a trek to Labrador of both sexes for employment. The entertainment is provided by the U.S. and Canadian air forces for both airmen and civilians.

Along the F&H chain, two duals have been showing: "Footprints Don't Lie" and "Stop That Cab," first runs and "The Informer" and "Allegheny Uprising," for rereleases. At the Halifax Vogue and Family, both bills were 50 cents top straight at the Vogue, which went up from 45 cents several months ago, with a dime rise at the Family. . . Rinks have been used chiefly for the 1951 maritime tour of the "Fun Parade" from Toronto at a top of \$1 for the one-night stands. According to the advertising, \$2,000 in prizes are given away nightly, with Kiwanis auspices in some centers.

Without a price increase, the Blue Mountain Boys have been added to pictures for one-night stands in maritime theatres, including the Walker-Affiliated units. . . Attendances for the 1951 maritime tour of "The Water Folies" were reported as down, although rinks were used throughout. In 1950 some of the dates were outdoors. Service clubs were the sponsors under one to three-year contracts, and the take for these clubs is reported as below expectations for this year.

As usual in recent seasons, the Bill Lynch Shows, a carnival based in Halifax, opened with an aerial act, the Alcinous, two men and one woman. The act jumped from Connecticut for the carnival's 1951 baptism at the Halifax common for a two-week run and as usual getting a rainy reception. A gate of 12 cents is maintained for this carnival, largest in the maritimes. . . For Bill Steen, now a member of the 20th-Fox exchange staff here, his current employment involves a return to film distribution after a lapse of about eight years, and had also been on the staffs of the Mayfair and Regent theatres in St. John. He also is a veteran amateur actor and director.

Stewart Granger, it is reported, will be in Nova Scotia this summer on location for a picture. . . At New Glasgow, Magistrate Crowe announced he was through with imposing fines for dance hall fracasces, and henceforth would send the offenders to the bastille. Brawlers have been active at public and private dances.

It may not be cricket, but Archie Mason of Springhill, a native of England, prefers baseball to the English national game. For many years, he headed the Nova Scotia baseball association, and takes in a game whenever he has the opportunity. Provincial lines mean nothing in baseball, and the Springhill entry is in the New Brunswick league this diamond semester. Give the veteran exhibitor a ballgame and a couple of cigars and he's all set for nine innings. Particularly, if his Miners dig their way into the win column. . . A member of the highest point entry in the

New Brunswick Scottish pipe band music festival was John Kerwin.

Baseball opposition for theatres on Cape Breton Island will lose most of its sting this season, with the complete collapse of the island's senior league. Sydney, Glace Bay, New Waterford and Sydney Mines clubs have tossed in the towel because of heavy losses from last season. The losses ranged from \$3,000 to \$6,000 a club. The North Sydney club in the Cape Breton hockey loop, has a deficit of \$16,000 from the 1950-51 season, a record loss for any club in that league.

## OTTAWA

A coroner's jury inquest into the death of 55-year-old John F. Hausler, former Ottawa theatre owner, brought in a verdict of accidental drowning, his body having been recovered in Lake St. Germaine. Among the witnesses were son Robert and the daughter Lillian, who told of their father's fishing trips. Miss Hausler said her father had given her \$400 for household expenses just before he left to go on the trip prior to his death. Hausler had operated the Westboro in the west end.

William Hartnett, projectionist at the Regent and business manager of the IATSE local, has been ill for months. . . Casey Swedlove, owner of a group of independent theatres here and in eastern Ontario towns, has acquired the Miss Carleton restaurant on the Precott highway here, and has remodeled and greatly improved the eatery. . . Manager Gordon Beavis of the Odeon has started intermissions between performances to stimulate the sale of refreshments. The ushers pass up and down the aisles with the ice cream containers. The plan has added considerably to sales, which formerly were limited to the confectionery counter.

Robert E. Maynard has modernized the Francais. . . J. Robertson of the Mayfair has discontinued matinee shows until the end of August except on Saturdays and holidays. . . The 20th Century Theatres Nelson on Rideau street has returned to the policy of continuous performances from early afternoon. For several months the theatre had opened at 6 p. m.

Manager Henry Marshall of the Regent held "Payment on Demand" for a second week on the strength of heavy patronage by the ladies. . . Milton Ross, formerly with the Capitol, has been appointed assistant manager of the Elmdale by Manager Fred Leavens.

Cliff McKay, with the Happy Gang of Canadian radio-network fame, said in Ottawa that Kathleen Stokes, veteran Toronto theatre organist, had lived up to the theatre tradition by continuing her work despite the tragedy that had struck her family in the death of her husband, son and grandson. McKay was filling a concert engagement at the Auditorium.

James Gleason and Joe Kirkwood have been linked to star in Monogram's "Joe Palooka in Hitch-Hike Killer."

## Three Pictures Pass Average at Toronto

TORONTO—Both "The Great Caruso" at Loew's and "The Browning Version" at the Hyland continued for sixth weeks, while "Appointment With Danger" earned a second week at Shea's, but business generally was quiet. The best new grossers were "Only the Valiant" at the Imperial, "Sirocco" at the Odeon and "The Second Woman" at the University and Nortown.

(Average Is 100)	
Biltmore—Tampico (20th-Fox); Nob Hill (20th-Fox), reissues	90
Fairlawn—Cage of Gold (JARO); Savage Justice (JARO)	90
Hyland—The Browning Version (JARO), 6th wk.	80
Imperial—Only the Valiant (WB)	110
Loew's—The Great Caruso (MGM), 6th wk.	80
Odeon—Sirocco (Col)	100
Shea's—Appointment With Danger (Para), 2nd wk.	85
Tivoli and Capitol—You're in the Navy Now (20th-Fox); The Shocking Miss Pilgrim (20th-Fox)	80
University and Nortown—The Second Woman (UA)	100
Uptown—Soldiers Three (MGM)	90
Victoria and Eglinton—The Beachcomber (Para); The Prisoner of Zenda (UA), reissues	85

## Reissue Bills Best As Heat Hits Vancouver

VANCOUVER—Film grosses are weaving in and out of the average mark, with some below average and others away below. Although reissues have shown lack of strength of late, the reissue bill of "Up in Arms" and "They Got Me Covered" gave the Strand an excellent week's business and holds over.

Disappointing were "The Prince of Peace" at the Cinema and "The Thing" at the Orpheum. Both were given good campaigns but failed to register at the boxoffice. The Vancouver weather hit a real hot spell.

Capitol—Lorna Doone (Col)	Fair
Cinema—The Prince of Peace (IFD)	Fair
Dominion—The Lomen Drop Kid (Para); Sugarfoot (WB), 3rd d. t. wk.	Fair
Hastings—China Corsair (Col), plus stage show	Fair
Orpheum—The Thing (RKO)	Moderate
Paradise—M (Col); Pygmy Island (Col), plus stage show	Fair
Plaza and Fraser—Blackmailed (JARO) Three Husbands (UA)	Average
Strand—Up in Arms (RKO); They Got Me Covered (RKO)	Excellent
Studio—The Dancing Years (IFD)	Average
Vogue—The House on Telegraph Hill (20th-Fox)	Moderate

## Man of Many Interests

STELLARTON, N. S.—A man of diversified business interests, Frank Sobey, long a partner of the late Norman Mason in the Roseland and Academy theatres in New Glasgow and the Jubilee here, is a stockholder in Odeon, present owner of the houses. Sobey also heads a chain of a half-dozen food stores in Nova Scotia. He recently was named to the board of the Dominion Steel & Coal Corp., is a director of the Nova Scotia Trust Co. and vice-president of the Maritime Steel & Foundries. He has been mayor of Stellarton for the last ten years.

## Buy Halifax Structure

HALIFAX—The Franklin Service Co., in which Mitchell Franklin and Peter Herschorn are partners, has bought a large five-story stone building in the center of town. The firm also has remodeled a store in the Dundas Theatre, Dartmouth, and renamed it the Vogue Fountain, as an affiliate of the fountain service in the lobby of the Vogue Theatre on the Halifax side of the harbor. A two-story building near the Vogue is to be altered.



# MONTREAL

Chuck Madison, former assistant booker for J. Arthur Rank, now is booker at International Film Distributors. He recently received some very good news, and is very happy about it. His mother Jeanne, who has lived in France the last four years, will return to Canada early in September and make her home at Kingston, Ont. . . . Bernard Vincelle, formerly with Sovereign Films, has joined the Arrow Films library department . . . John Pillon, manager at Arrow Films, was on a business trip in the eastern townships . . . Ted Atkinson, manager of Cardinal Films, and wife spent a week on a fishing expedition at Mont Laurier.

Visitors included Eugene Poirier of the Caro Theatre, Windsor Mills, and Jean Lavoie of the Luxe, St. Michel des Saints . . . H. M. Masters, general manager for Warner Bros., and A. W. Terry, Empire-Universal, spent a few days at their Filmrow offices here . . . Romeo Couillard, proprietor of the Tache Theatre, Montmagny, has purchased the La-fontaine Cinema in the same town from Polidore Guay . . . Sadler's Wells ballet troupe will be at the St. Denis October 9-12.

Canada Calling, a documentary which goes behind the scenes at CBC, was shown to the Halifax Commercial club . . . Much of the action in "Sealed Cargo," RKO mystery picture, centers at a small Newfoundland fishing village . . . Paris will hear "old-fashioned" French-Canadian language in a new play, "Au Petit Bonheur," featuring Quebec-born star Felix Leclerc.

The Suburban Theatres annual golf tournament at Islemere was won by L. Gilbert Marrotte, who defeated K. Hatton, the former champion. Among those participating were George Ganetakos, president; W. Lester, managing director; W. Mannard, secretary-treasurer; W. Decault, assistant secretary-treasurer; G. Destunis, booker; M. Johnston, advertising department manager, and J. Spedakos, assistant, all of United Amusement Corp. Also C. G. M. Marrotte, president, and L. Gilbert Marrotte, vice-president of Marrotte & Co., accountants; Frank Chauvin, vice-president; John Ganetakos, general manager, and B. Murray, assistant, all of Confederation Theatres; Harold Giles, president, and K. Hatton, vice-president of Suburban Theatres; Paul Vermet, owner-manager of the Victoria Theatre in St. Lambert, and Maurice Phaneuf, manager of the Imperial, St. Johns, Que.

The Montreal Monitor gives the following account of the Suburban Theatres tournament: "Gilbert Marlotte took the championship honors with Harold Giles in second place, one stroke away. Johnny Ganetakos showed the way over the first nine with the low mark while youthful Bobby Giles had the staying power to earn the low in the last nine. Billy Murray, the converted tennis player, won the 'sealed-hole' while Mike Krushelnyski was another prize winner. Leo Choquette, who just returned from a three-month travel trip to Europe, also qualified. Bill Lester and George Destunis enjoyed their golf from nice easy chairs overlooking the 18th green."

"Pastor Angelicus," full-length motion picture on the life of Pope Pius XII, was shown

at the Montcalm Palace, Quebec City, for five days. It will now come to Montreal and afterwards will go to Three Rivers and Chicoutimi. The premiere in Quebec was attended by Archbishop Maurice Roy, who was accompanied by a guard of honor of pontifical Zouaves . . . John and Drew Eberson, architectural engineers specializing in motion picture production services, have been engaged by the Dominion government to design new facilities to house the National Film Board production activities in Montreal.

Leonard Macdonald, newsreel cameraman for Associated Screen News, recently photographed the tragic fire which destroyed the Hospice Ste. Cunegonde, local refuge for the aged and for orphans. Macdonald's photography of the holocaust covered the entire event from the blaze itself to scenes of rescue workers removing bodies of the aged victims to waiting ambulances and hearses. A few hours later Macdonald also photographed the annual Montreal Kinsmen's Coaster classic, derby race for youngsters.

## Nova Scotia Hikes Taxes On Theatres, Exchanges

HALIFAX—The Nova Scotia government has increased taxes on theatre tickets in the 25 to 37-cent price range from three to five cents. This affects afternoon patronage primarily, since few theatres charge less than 40 cents at night. Film exchanges must pay \$4 instead of \$3 on each film shown in Nova Scotia; 75 cents instead of 50 cents on each trailer or preview; \$2 instead of \$1.50 on each copy of film on which \$4 has been paid on the original. In the 20 to 27 cent price range for sports events, there is a boost of two cents in the tax.

Theatre men told government officials that theatres have been taxed for almost 40 years, and that further increases would penalize patrons.

A tax on parimutuel betting has been raised from 5 to 10 per cent, and the gasoline tax from two to 16 cents, highest in Canada. Telephone toll charge tax has been increased to five cents per 50 cents. The theatre and exchange raises became effective immediately.

## Sydney Cohen, Toronto, Dies From Penicillin

TORONTO — The death in a physician's office here of Sydney Cohen, 38-year-old official of Empire-Universal Films, was caused by asphyxia, Coroner Smirle Lawson, who ordered an autopsy, said.

The asphyxia was brought on by an injection of penicillin for a skin infection. Two weeks previously, the victim had been given a test to determine if he was allergic to an antibiotic and the result was negative. Local authorities said death would happen only once in a million cases.

Cohen had been identified with the film company since 1929 and had become widely known as head booker and office manager of the local branch of Empire-Universal. Survivors include his wife, the former Kay Goldberg.

One of the dramatic scenes in Paramount's "A Place in the Sun" will be used in connection with the annual nationwide talent search for actresses.

# VANCOUVER

The forest fire hazard has closed a number of British Columbia lumber camps, film exchange managers reported, and film shipments have been discontinued for the present . . . Jim Stewart of the Dominion Theatre resigned to go into another business at William Lake in the interior. He was replaced by A. G. Hackett, formerly of the Hollywood Theatre . . . Bill Lacey, former publicity man for the Leech theatres at Calgary, is now with a west coast circuit in Los Angeles in the same capacity.

Natalie Miller replaces Ann Miles as head usherette at the Orpheum and Margaret Demar is the new cashier replacing Lois Ashton, who resigned to await a visit from the stork . . . Barney Regan, assistant manager of the Orpheum, will be in charge of the theatre while Manager Ivan Ackery is on vacation . . . Roy Chown, supervisor of three Calgary theatres for the Leech interests, was here on his way back from an Alaskan vacation. Chown reports theatre business in the Alberta town is holding up well.

Gordon Lambert who, until his retirement in 1935, was a Winnipeg theatre manager, died at Nanaimo. He was 65 . . . Bill (Hopalong Cassidy) Boyd was in town en route to Alaska and was acclaimed by children during his stopover . . . Bill Turner, who recently resigned as manager of the Odeon Kingway Theatre to go into the garage business for himself, suffered serious burns about the face, head and body when an auto toppled off a hydraulic grease rack, caught fire and showered him with flaming gas. Hospital reported his condition as fair.

Peter Myers, newly appointed Canadian general manager for 20th-Fox, was here on his first trip since his promotion and was conferring with Jimmy Patterson, British Columbia manager . . . Arnold Kahn, 20th-Fox auditor, was at the local branch . . . Rose and Mary Lesanko of the Strand and Cinema theatres left for Saskatchewan to attend the funeral of their mother . . . Lillian Wren, former Strand cashier, is the mother of a baby boy . . . The daughter of Percy Dauphinee of the Dominion gave birth to a baby girl, her second child . . . Jack Armstrong of the Odeon Trail, Elliott Brown and Norman Raey of Victoria and Maud Smithe of the Odeon Duncan were in Vancouver to attend the Odeon dinner and sales meeting held by David Griesdorf, general manager of Odeon theatres, at Hotel Vancouver.

A. E. Smith, secretary-treasurer of Odeon, came in from Toronto on his first trip since his appointment. Smith was formerly with the JARO Theatres in Great Britain. After a week on the coast, David Griesdorf and Smith returned to Toronto . . . Coming from and going on vacation: Ivan Ackery, Sydney Summers and Francis Sugerman of the Orpheum, Phyllis Manson and Myrtle Marten of the Hastings; Jean Brown, Park Theatre; Art Grayburn, Plaza manager; Earl Hayter, Odeon supervisor; Bill Woodward of the Rex Theatre, Eric Handley and Hank Leslie, Orpheum, and Jack Donnelly of the Dominion.

## 'Blue Stallion' Title Changed

The title of Warners' "The Blue Stallion" has been changed to "The Lion and the Horse."



# TORONTO

Garry Hogarth, who recently sold his Roxy at Kingsville, introduced the new owner, Steve Kovacs, to distributors on Filmrow and to Arch H. Jolley, executive secretary of the Motion Picture Theatres Ass'n of Ontario. Hogarth, who had sold his two other theatres at Harrow and Essex to W. S. Woolfe of Amherstburg, said he would continue to operate his electric appliance store in Kingsville.

Win Barron of Canadian Paramount has found Canadian Paramount News so popular with the Toronto public that a separate telephone has been installed to handle the calls . . . H. C. D. Main, chairman of the television committee of the MPTA of Ontario, is busy studying the 600-page report of the Royal Commission on Arts, Culture and Sciences in order to digest the proposed TV setup under the control of the Canadian Broadcasting Corp., the government radio agency . . . The annual meeting of the MPEA of Ontario has been fixed for November 6 at the King Edward hotel, Toronto.

Former Toronto men now hold important posts in Hollywood. One is Gordon Stulberg, a new executive of the Screen Writers' Guild, who graduated in law at Cornell university. The other is Art Arthur, executive secretary of the Motion Picture Industry Council . . . Herb Whittaker, critic for the Toronto Globe and Mail, is making the rounds of the Festival of Britain in England . . . Johnny Cohen and wife have returned after a spirited vacation tour in France.

Mayor A. J. Mason of Springhill, N. S., and his wife spent five days with his 85-year-old mother in Hamilton, after he had attended the 14th annual convention of the Canadian Federation of Mayors and Municipalities. While in Hamilton, the Masons and Lou Rosefield, treasurer of the Ontario MPEA, were entertained at the home of Mr. and Mrs. Arch H. Jolley.

Cyril Scott has opened a 450-seat drive-in at Port Bolster, Lake Simcoe, which will be opposition to Dick Main's Simcoe, a regulation theatre, at nearby Sutton . . . There was a large and enthusiastic crowd at the screening of "Show Boat" Sunday night at the Towne Cinema.

## 'Riviera' Strong Against Circus Show in Winnipeg

WINNIPEG—Royal American Shows at the West Kildonan circus grounds has taken quite a nip out of theatre attendance in Winnipeg. Strongest picture in the key runs currently was 20th-Fox's Danny Kaye tinter, "On the Riviera," held over by Bill Novak at the Capitol for a second week.

Other main stem first runs were "The Magic Voice" at the Valour, "State Fair" at the Bijou, "California Passage" at the Dominion, "Al Jennings of Oklahoma" at the Lyceum, "The Tougher They Come" at the Grand, "Target Unknown" at the Odeon, "I Was a Communist for the FBI" at the Garrick, "Korea Patrol" at the Rialto, "Appointment with Danger" at the Met and "Lorna Doone" at the Galety.

Drive-ins have been featuring horror shows Sunday midnights.

## Rudy Vallee Appears At Benefit Contest

TORONTO—Through the cooperation of Murray Little of the Casino and the artist himself, the Rudy Vallee stage show was featured in the vaudeville portion of the program for the annual Variety benefit baseball game at Maple Leaf stadium in aid of Variety Village School for Crippled Boys. Vallee was the week's attraction at the Casino and appeared before the huge crowd in the ball park between theatre performances.

The two International league baseball teams donated their portion of the night's gate receipts for the cause, the clubs being Toronto and Syracuse. A preliminary feature was a burlesque ball game between the National Hockey league All-Stars and a "nine" composed of sports writers and radio announcers.

Chief prize in the draw stunt was a handsome television receiving set, a somewhat novel prize in view of the fact that a larger percentage of local Variety tent members are theatremen. Financial returns for the big night were expected to reach a high figure, probably around the \$40,000 mark.

## Eric Johnston Confers With Ottawa Officials

OTTAWA—Eric Johnston of Washington, D. C., was here but he wasn't discussing the film industry or pictures. The former president of the Motion Picture Ass'n of America who now is administrator of the U.S. Economic Stabilization Board, conferred with government representatives, including defense production minister C. D. Howe, on joint action for economic problems, including price controls.

Johnston expressed the view that the inflationary trend in the United States had apparently leveled off and the Canadian situation could be expected to follow suit. Canada and the United States had agreed to principles for joint economic planning.

## Two Western Drive-Ins Due; Permit Stymies One

VANCOUVER—Work is proceeding on the new drive-in theatre near Red Deer, Alberta, which is expected to be open late this summer.

The Paramount Auto Vue Drive-In Theatre at Burnaby near here, being built by Mead & Murphy, local theatremen, is an 800-car proposition and will open on or about July 15, the operators reported.

Spiritwood, a Saskatchewan farming community, will have a new modern theatre which will be built by Fred Murray to replace the now closed 150-seat Strand Theatre, providing a permit is issued by the government for scarce building material.

## Kiddy Shows Presented

TORONTO—With school pupils winding up their examinations before summer vacations, eight units of Bloom & Fine Theatres staged Children's Film Library shows Saturday (23). The theatres were the Carlton, Prince of Wales, York, Pylon, Donlands, Eastwood, Community and Century, which are in all parts of the city.

# WINNIPEG

Ernest Diamond, new manager at the Beacon, is displaying his usual aggressiveness by arranging for free parking space for his patrons at a nearby garage lot half a block away from the theatre. Taking considerable space in the dailies on the theatre page, Diamond announced to the public that his house has three new major services—(1) a Cyclo-ramic screen that "gives you a better view from any seat, even those down front and on the extreme side . . ." (2) a new Northern Electric sound system, and (3) the aforementioned parking lot.

Sam Karby of the Karby circuit is vice-president of the Regina branch of the Canadian Jewish Congress and will be one of the chief hosts to the many delegates from western Canada who were to attend the regional conference of the Congress in Regina this weekend.

Situated on No. 1 highway west of Moose Jaw, the new Famous Players Golden West Drive-In officially opened with a fireworks display. The ozoner has nine ramps to accommodate 400 cars, individual speakers and a screen tower 50x55 feet. To interest the children, there is an adjoining kiddy playground.

A capacity crowd attended the recent opening of Fred Lypchuk's new \$30,000 theatre in Birch Hills, Sask. The majority of the planning and actual work, even to the hauling of the lumber from distant sawmills, was performed by Lypchuk personally. He claims a similar theatre built on the same lines, but by regular contract, would amount to \$70,000. Comfortable seats, a cryroom and stage are incorporated in the structure. The Dreamland seats 450.

Tempers flared among local exhibitors when they read Frank Morriss's column in the Winnipeg Free Press recently which they described as a lengthy rambling piece about how television in the States has "crippled" the American theatre business. The article told of alleged retrenchments among producers and exhibitors in the U.S.A., and pictured the motion picture industry in the last throes of the death rattle.

A fireworks display featured the reopening of Famous Players Queen City Drive-In in Regina recently. The 506-car ozoner has a kiddies playground, cafeteria-style concession, stage, pleasant lawns and shrubbery. General manager J. D. Watson is assisted by Forbes.

## RCA to Build Plant

MONTREAL—The RCA Victor Co. has purchased 100 acres inside the city limits of Prescott, Ont., for a \$1,000,000 electronics plant. Construction is expected to be started immediately.

## Festival Continues at Cinema

TORONTO—The "summer film festival" continued at the International Cinema with a week's showing of a double revival bill including "Rigoletto" and "Mary of Scotland." At the Towne Cinema, "Fabiola" remained for a fifth healthy week.



# Alphabetical Index of Feature Releases

A time-saving guide for exhibitors who know a picture's title, but not its distributor. Month of release adds to the facility. Pertinent booking data on all of these pictures, in the order of release by company, appears in the Feature Chart.

<b>A</b> Abbott and Costello Meet the Invisible Man (U-I)...Mar. Abilene Trail (Mono)...Feb. According to Mrs. Hoyle (Mono) Ace in the Hole (Para)...May Across the Badlands (Col)...Sept. Air Cadet (U-I)...Mar. Al Jennings of Oklahoma (Col) All About Eve (20-Fox)...Nov. Along the Great Divide (WB) American Guerrilla in the Philippines (20-Fox)...Dec. Apache Drums (U-I)...June Appointment With Danger (Para) As Young as You Feel (20-Fox)...June At War With the Army (Para)...Jan.	Enforcer, The (WB)...Feb. Excuse My Dust (MGM)...June Experiment Alcatraz (RKO)...Nov. Eye Witness (UA)...Sept.	Inside the Walls of Folsom Prison (WB)...June Insurance Investigator (Rep)...Mar.	North of the Great Divide (Rep)...Nov. No Questions Asked (MGM)...June No Way Out (20-Fox)...Oct.
<b>B</b> Badman's Gold (UA)...Apr. Bandit Queen (LP)...Dec. Bedtime for Bonzo (U-I)...Feb. Bello Le Grand (Rep)...Jan. Best of the Badmen (RKO)...June Between Midnight and Dawn (Col) Big Gusher (Col)...July Big Timber (Mono)...Sept. Bird of Paradise (20-Fox)...Mar. Black Rose, The (20-Fox)...Sept. Blazing Bullets (Mono)...May Blazing Sun, The (Col)...Nov. Blue Blood (Mono)...Jan. Blue Lamp, The (UA)...Mar. Blues Busters (Mono)...Oct. Bomba and the Hidden City (Mono) Bonanza Town (Col)...Sept. Border Outlaws (UA)...Nov. Border Rangers (LP)...Oct. Border Treasure (RKO)...Sept. Born Yesterday (Col)...Feb. Boverly Battalion (Mono)...Jan. Branded (Para)...Jan. Brave Bulls, The (Col)...May Breaking Point, The (WB)...Sept. Breakthrough (WB)...Dec. Buckaroo Sheriff of Texas (Rep) Bullfighter and the Lady (Rep) Bunco Squad (RKO)...Sept.	<b>F</b> Fabiola (UA)...June Fancy Pants (Para)...Sept. Farewell to Yesterday (20-Fox) Father's Little Dividend (MGM) Father's Wild Game (Mono) Dec. Father Takes the Air (Mono) Fat Man, The (U-I)...May Fighting Coast Guard (Rep) Fingerprints Don't Lie (LP) Fireball, The (20-Fox)...Oct. First Legion, The (UA)...May Flame of Stamboul (Col) Flying Missile, The (Col)...Jan. Follow the Sun (20-Fox)...May Footlight Varieties (RKO)...Apr. For Heaven's Sake (20-Fox) Dec. Fort Savage Raiders (Col)...Mar. Fort Worth (WB)...July 14 Hours (20th-Fox)...Apr. Francis Goes to the Races (U-I) Frenchie (U-I) Frisco Tornado (Rep) Frogmen, The (20-Fox) Fuller Brush Girl, The (Col) Oct. Fury of the Congo (Col)...Apr.	<b>J</b> Jackpot, The (20-Fox)...Nov. Joan of Arc (RKO)...Nov. Joe Palooka in the Squared Circle (Mono) Jungle Headhunters (RKO) June	<b>O</b> Odette (UA)...May Of Men and Music (20-Fox) Mar. Oh! Susanna (Rep) Oliver Twist (UA) On Moonlight Bay (WB) On the Loose (RKO) On the Riviera (20-Fox) One Minute to Twelve (UA) Oct. One Too Many (Hallmark) Jan. Only the Valiant (WB) Operation Disaster (U-I) Operation Pacific (WB) Operation X (Col) Outlaw Gold (Mono) Outlaws of Texas (Mono) Outrage (RKO)
<b>C</b> Cairo Road (UA)...July California Passage (Rep)...Dec. Call of the Klondike (Mono) Dec. Call Me Mister (20-Fox)...Feb. Canyon Raiders (Mono)...Apr. Casa Manana (Mono)...June Cassino to Korea (Para)...Oct. Cavalry Scout (Mono)...May Cause for Alarm (MGM)...Feb. Chain Gang (Col)...Nov. Cherokee Uprising (Mono)...Oct. China Corsair (Col)...June Circle of Danger (UA)...Mar. Colorado Ambush (Mono)...Jan. Comin' Round the Mountain (U-I) Company She Keeps, The (RKO) Convicted (Col) Copper Canyon (Para) Counterspy Meets Scotland Yard (Col) Cry Danger (RKO) Cuban Fireball (Rep) Cyrano de Bergerac (UA) July	<b>G</b> Gambling House (RKO)...Jan. Gasoline Alley (Col)...Jan. Gene Autry and the Mounties (Col) Ghost Chasers (Mono) G. I. Jane (LP) Glass Menagerie, The (WB) Oct. Go for Broke! (MGM) Golden Salamander, The (UA) Goodbye, My Fancy (WB) Great Caruso, The (MGM) Apr. Great Manhunt, The (Col) Jan. Great Missouri Raid, The (Para) Groom Wore Spurs, The (U-I) Grounds for Marriage (MGM) Guy Who Came Back, The (20th-Fox) Gypsy Fury (Mono)	<b>L</b> Last of the Buccaneers (Col) Last Outpost, The (Para) Law and the Lady (MGM) Law of the Badlands (RKO) Law of the Panhandle (Mono) Lemon Drop Kid, The (Para) Let's Dance (Para) Let's Go Navy (Mono) Lightning Guns (Col) Lightning Strikes Twice (WB) Life of Her Own, A (MGM) Sept. Lion Hunters, The (Mono) Mar. Little Big Horn (LP) Long Dark Hall, The (UA) Apr. Lorna Doone (Col) Lucky Nick Cain (20-Fox) Mar. Lullaby of Broadway (WB) Mar.	<b>P</b> Pagan Love Song (MGM) Dec. Painted Hills, The (MGM) May Panic in the Streets (20-Fox) Paper Galleys (UA) Pardon My French (UA) Passage West (Para) Payment on Demand (RKO) Mar. Petty Girl, The (Col) Sept. Pier 23 (LP) Prairie Roundup (Col) Jan. Prehistoric Women (UA) Nov. Prelude to Fame (U-I) Dec. Pretty Baby (WB) Sept. Pride of Maryland (Rep) Jan. Prince Who Was a Thief (U-I) Prisoners in Petticoats (Rep) Prowler, The (UA) May Pygmy Island (Col) Nov.
<b>D</b> Dakota Kid, The (Rep) July Dallas (WB) Dec. Danger Zone (LP) Apr. Dark City (Para) Oct. Dear Brut (Para) June Departed (U-I) Nov. Devil's Doorway (MGM) Sept. Dial 1119 (MGM) Nov. Disc Jockey (Mono) July Double Crossbones (U-I) Apr. Double Deal (RKO) Jan.	<b>H</b> Half Angel (20-Fox) June Halls of Montezuma (20-Fox) Jan. Hamlet (U-I) Oct. Happy Go Lovely (RKO) July Hard, Fast and Beautiful (RKO) June Harriet Craig (Col) Nov. Harvey (U-I) Jan. Heart of the Rockies (Rep) Mar. He Ran All the Way (UA) July Her First Romance (Col) May He's a Cockeyed Wonder (Col) Dec. Highway 301 (WB) Jan. His Kind of Woman (RKO) July Hit Parade of 1951 (Rep) Oct. Holiday Rhythm (LP) Oct. Hollywood Story (U-I) June Home Town Story (MGM) May Hoodlum, The (UA) June Hot Rod (Mono) Oct. House on Telegraph Hill (20-Fox) June Hunt the Man Down (RKO) Jan. Hurricane Island (Col) July	<b>M</b> "M" (Col) Mar. Ma and Pa Kettle Back on the Farm (U-I) Apr. Macbeth (Rep) Nov. Mad Wednesday (RKO) Oct. Magnificent Yankees, The (MGM) Feb. Man From Planet X, The (UA) Apr. Man From Sonora (Mono) Mar. Man Who Cheated Himself, The (20-Fox) Jan. Man With My Face (UA) Jan. Mask of the Avenger (Col) July Mask of the Dragon (LP) Mar. Mating Season, The...Mar. Milkman, The (U-I) Nov. Million Dollar Pursuit (Rep) May Miniver Story, The (MGM) Oct. Missing Women (Rep) Feb. Missourians, The (Rep) Nov. Mister 880 (20-Fox) Oct. Mister Universe (UA) Jan. Modern Marriage, A (Mono) Oct. Molly (Para) Apr. Montana Desperadoes (Mono) June Mr. Music (Para) Dec. Mrs. O'Malley and Mr. Malone (MGM) Dec. Mudlark, The (20th-Fox) Jan. My Blue Heaven (20-Fox) Sept. My Forbidden Past (RKO) Apr. My Outlaw Brother (UA) Mar. My True Story (Col) Mar. Mystery Submarine (U-I) Dec.	<b>Q</b> Quebec (Para) Apr. Queen for a Day (UA) Apr.  <b>R</b> Raiders of Tomahawk Creek (Col) Oct. Raton Pass (WB) Apr. Rawhide (20-Fox) May Redhead and the Cowboy, The (Para) Mar. Redwood Forest Trail (Rep) Sept. Return of Jesse James, The (LP) Sept. Revenue Agent (Col) Feb. Rhythm Inn (Mono) Feb. Ridin' the Outlaw Trail (Col) Mar. Right Cross (MGM) Oct. Rio Grande (Rep) Nov. Rio Grande Patrol (RKO) Oct. Rearing City (LP) May Rocky Mountain (WB) Nov. Rodeo King and the Senorita (Rep) July Rough Riders of Durango (Rep) Dec. Rogue River (UA) Nov. Rookie Fireman, The (Col) Oct. Royal Wedding (MGM) Mar. Rustlers on Horseback (Rep) Oct.
<b>E</b> Edge of Doom (RKO) Sept. Emergency Wedding (Col) Nov.	<b>I</b> I Can Get It for You Wholesale (20-Fox) Apr. I Was an American Spy (Mono) Apr. I Was a Communist for the FBI (WB) May I'd Climb the Highest Mountain (20-Fox) Feb. If This Be Sin (UA) Sept. I'm Got By (20-Fox) Oct. In Old Amarillo (Rep) May Indian Territory (Col) Sept. Inside Straight (MGM) Mar.	<b>N</b> Naughty Ariella (UA) Mar. Navy Bound (Mono) Mar. Nevada Badmen (Mono) May Never a Dull Moment (RKO) Nov. New Mexico (UA) May Next Voice You Hear...The (MGM) Oct. Night Into Morning (MGM) June Night Riders of Montana (Rep) Feb.	<b>S</b> Saddle Legion (RKO) Apr. Saddle Tramp (U-I) Sept. St. Benny, the Dip (UA) June Samson and Delilah (Para) Mar. Santa Fe (Col) Apr. Savage Drums (LP) July Scar, The (UA) Apr. Sealed Cargo (RKO) May Second Ficus, The (UA) Oct. Second Woman, The (UA) Mar. Secrets of Monte Carlo (Rep) June September Affair (Para) Feb. Shakedown (U-I) Sept. Short Grass (Mono) Dec. Show Boat (MGM) July Sierra Passage (Mono) Dec. Silver Canyon (Col) June Silver City Bonanza (Rep) Mar. Sirocco (Col) July Siropalong Rosenblum (UA) Apr. Sleeping City, The (U-I) Sept. Smuggler's Gold (Col) May
			<b>T</b> Take Care of My Little Girl (20-Fox) July Taming of Dorothy, The (UA) Sept. Target Unknown (U-I) Feb. Tarzan's Peril (RKO) Mar. Tea for Two (WB) Sept. Terza (MGM) July Texan Meets Calamity Jane, The (Col) Nov. Texans Never Cry (Col) Mar. Texas Rangers, The (Col) June They Were Not Divided (UA) Feb. Thing From Another World, The (RKO) Mar. 13th Letter, The (20-Fox) Feb. Three Desperate Men (LP) Jan. Three Guys Named Mike (MGM) Mar. Three Husbands (UA) Nov. Three Secrets (WB) Oct. Three Steps North (UA) June Thunder in God's Country (Rep) Apr. Toast of New Orleans (MGM) Sept. Tokyo File 212 (RKO) May Tomahawk (U-I) Feb. To Please a Lady (MGM) Oct. Tougher They Come, The (Col) Dec. Trail of Robin Hood (Rep) Dec. Train to Tombstone (LP) Sept. Trio (Para) June Tripoli (Para) Nov. Try and Get Me (UA) May Two Flags West (20-Fox) Nov. Two Guys and a Gal (UA) June Two Lost Worlds (UA) Oct. Two of a Kind (Col) July Two Weeks With Love (MGM) Nov.
			<b>U</b> Undercover Girl (U-I) Dec. Under Mescalito Stars (Rep) Nov. Under the Gun (U-I) Jan. Union Station (Para) Sept. Up Front (U-I) Apr.
			<b>V</b> Varieties on Parade (LP) July Valentina (Col) Apr. Vengeance Valley (MGM) Feb. Vendetta (RKO) Dec. Vicious Years, The (Mono) Feb.
			<b>W</b> Walk Softly, Stranger (RKO) Oct. Watch the Birdie (MGM) Jan. Wells Fargo Gunsmaster (Rep) West Point Story, The (WB) May When I Grow Up (UA) Apr. When the Hellcats Rode (Col) When You're Smiling (Col) Nov. When Danger Lives (RKO) Nov. Whirlwind (Col) Apr. Wicked City, The (UA) Jan. Woman on the Run (U-I) Oct. Wyoming Mail (U-I) Oct.
			<b>Y</b> Yank in Korea, A (Col) Mar. Yes Sir, Mr. Bones (LP) July You're in the Navy Now (20-Fox) Apr. Young Manhood (Mono) July



An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (\*) denotes a new contributor; two (\*\*) is one who has been reporting for six months or longer; three (\*\*\*) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

## COLUMBIA

Fort Savage Raiders (Col)—Charles Starrett, Smiley Burnette, John Dehner. This is just another western which pleased the cowpokes and the kids on Fri., Sat. As a co-feature I used Disney's "Beaver Valley" in color, which is an excellent 30-minute study of the animals, and business was good. Weather: Good. — E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. \*\*\*

Fuller Brush Girl, The (Col)—Lucille Ball, Eddie Albert, Carl Benton Reid. Farmers too busy in their fields, I guess. Lucille Ball was good—lots of slapstick in it, but business was poor. Played Mon., Tues. Weather: Good. — Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. \*\*\*

Fury of the Congo (Col)—Johnny Weissmuller, Sherry Moreland, William Henry. This is the poorest Jungle Jim so far. Even the kids thought it too fantastic. Played Fri., Sat.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. \*\*

No Sad Songs for Me (Col)—Margaret Sullivan, Wendell Corey, Viveca Lindfors. This one at top rental did not make expenses. If you pass it up, you don't miss anything. — H. Hoppe, Grand Theatre, Mirror, Alta. Small town and rural patronage. \*\*\*

Texan Meets Calamity Jane, The (Col)—Evelyn Ankers, James Ellison, Lee "Lasses" White. I've only seen one picture and that was "Prehistoric Women" that I thought set the movie industry back as far as this one does. It is absolutely the poorest picture from every angle that I have ever played—no production values at all. Evidently they didn't use a director. I just can't imagine Columbia picking up anything this lousy. Even so, business was nearly up to normal for the change, but walkouts were really something. Played Fri.—Sat. Weather: Fair. — Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

## LIPPERT PRODUCTIONS

Steel Helmet, The (LP)—Gene Evans, Robert Hutton, Steve Brodie. I paid top money for this stark drama—my error. Folks stayed away, and those who came were not pleased or entertained. Maybe you'll have luck with it. I sure didn't.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. \*\*\*

## METRO-GOLDWYN-MAYER

Conspirator (MGM)—Robert Taylor, Elizabeth Taylor, Robert Fleming. This is another of those MGM second-bracket problem children. As far as the picture went, it is well cast and has a gripping story that held everyone glued to the edges of their seats. It is especially timely now. I ran it during the treason trials and thus had a slightly above average take for midweek. It's one you'd better use caution in handling or you'll hold the bag. Played Wed., Thurs. Weather: Fair. — Bob Walker, Uintah Theatre, Fruita, Colo. Rural patronage. \*\*\*

Okim (MGM)—Errol Flynn, Dean Stockwell, Paul Lukas. This is a good action picture in Technicolor which was a little too long. Business was just average with it. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. \*\*\*

Lady Without Passport, A (MGM)—Hedy Lamarr, John Hodiak, James Craig. If you

really want a clinker, try this one. It's pitiful to think a company with a reputation like MGM would release one like this. It would not have helped if the lady had a dozen passports! Played Wed., Thurs. Weather: Good.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. \*\*\*

Malaya (MGM)—Spencer Tracy, James Stewart, Valentina Cortese. They cut the price a couple of times before I finally got around to playing this, so it squeaked by on the ragged edge of the black. It's a good story with a great cast . . . but it's too risky to go back and buy at this late date. Played Wed., Thurs. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

Right Cross (MGM)—June Allyson, Dick Powell, Ricardo Montalban. This was played as a single on my giveaway night. Business was 20 per cent below average. The film is okay and the price was right for a change. It is good for any spot. Played Tuesday. Weather: Warm. — Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. \*\*\*

Skipper Surprised His Wife (MGM)—Robert Walker, Joan Leslie, Edward Arnold. Played as a single on my giveaway night to below average business. The picture itself is okay and the price was right. Played Tuesday. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. \*\*\*

Vengeance Valley (MGM)—Burt Lancaster, Robert Walker, Joanne Dru. This is a good western with a good cast and very nice color, but we sure didn't break any attendance records and had trouble showing a profit; in fact, it was hardly a profit. There is nothing wrong with the picture. It was all action, but we are just not doing business. Played Sun., Mon. Weather: Fine.—Mayme P. Muselman, Roach Theatre, Lincoln, Kas. Small town patronage. \*\*\*

## MONOGRAM

Sky Dragon (Mono) — Roland Winters, Keye Luke, Mantan Moreland. This is one of the best of this series. Charlie Chan had become a dead issue in Fruita, so I passed the series up for a couple of years, until people seemed hungry for Chan for a change. Doubled with "Square Dance Katy" to slightly above average for the change. Played Fri.,

## 'Mr. Music' Pleased As Did Telegrams

MR. MUSIC (Para) — Bing Crosby, Nancy Olson, Charles Coburn. I used this for the official opening after a redecorating job, and it pleased. We had telegrams from Hollywood from Crosby, Hope, Ladd, Ruth Hussey, Betty Hutton, Nancy Olson and from some of the Minneapolis exchanges. We had flowers from Reid H. Ray Film Industries and RKO, and gave roses to the ladies, so we got quite a bit of publicity. If anyone wants a real redecorating or remodeling job, get Boe Edstrom of Sebec, Minneapolis, to do it for you. He will do you a beautiful job.—C. E. Zimmerman, Castle Theatre, Casselton, N. D. Small town and farm patronage. \*

## Calls It Fresher Brand Of Slapstick Humor

AT WAR WITH THE ARMY (Para) — Dean Martin, Jerry Lewis, Polly Bergen. These boys are taking the place of Abbott and Costello, in my opinion. Their fresher brand of slapstick humor goes over much better with moviegoers than the older A&C stuff, although they don't seem to be quite as good as A&C in their prime at the boxoffice here. Anyway, Paramount has been decent about the film rental so far, and we were able to make a little money in the middle of the week for a change. Played Tues., Wed. Weather: Good.—R. L. Stanger, Windsor Theatre, Windsor, Colo. Small town and rural patronage. \*

Sat. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

## PARAMOUNT

Eagle and the Hawk, The (Para)—John Payne, Rhonda Fleming, Dennis O'Keefe. Here is one of the most realistically done action pictures I've played in many moons. It has a refreshingly different story, a superb cast, and some scenes that are just too real for the weak of heart. Everyone left talking about it and Saturday night built up well. It is one of the best of its kind. Played Fri., Sat. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Rural patronage. \*\*\*

Fancy Pants (Para)—Bob Hope, Lucille Ball, Bruce Cabot. This is a nice comedy in color which did average business and showed a small profit. It is not as good as some Hope pictures. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. \*\*\*

Riding High (Para)—Bing Crosby, Coleen Gray, Charles Bickford. Put Bing and a horse together and it's a combination that is hard to beat—and certainly for farmers he has never made a better one than this. Paramount sold it fair and when I got through I had enough left to make up for some of the beatings I've taken on sorry offerings. I can't imagine a spot where this won't do outstanding business. Played Sun., Mon., Tues. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

Sunset Boulevard (Para)—William Holden, Gloria Swanson, Erich von Stroheim. This has such a disagreeable theme, with no letup for 115 minutes. Sure, it was well acted, but mighty gloomy. I showed to fairly good business by telling them to come at their own risk. Some liked it but the majority didn't.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town and rural patronage. \*\*\*

Union Station (Para) — William Holden, Nancy Olson, Barry Fitzgerald. This is a fine story and one that kept the patrons alert all the way through. It should prove out with all exhibitors. If they have not played this, let them give patrons a vivid picture of the plot. The previews are okay in some cases and here a good job was done. Played Fri., Sat. Weather: Good.—Virgil Anderson, C-B Theatre, Bucklin, Mo. Rural patronage. \*\*\*

## RKO RADIO

Border Treasure (RKO)—Tim Holt, Richard Martin, Inez Cooper. This western is okay for Fri., Sat. and did a nice business. As a co-feature, I played "Rookie Fireman" from Columbia, which is just another picture and a can of film. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patronage. \*\*\*

You Can Beat the A-Bomb (RKO)—Documentary short. A public service featurette, I thought, but sometimes the public doesn't want to be serviced and we can't do anything about it. Business was good at the fountain



during its first showing. Those that came in at the start walked out on this at the second showing. I would say save the money—it's not worth it and they charge extra. Played Sun., Mon. Weather: Fair. — Bob Walker, Uintah Theatre, Fruita, Colo. Rural patronage. \*\*\*

## REPUBLIC

California Passage (Rep)—Forrest Tucker, Adele Mara, Jim Davis. This is no good for business—or it wasn't for us at this season, when the farmers are so busy. Played Wed., Thurs. Weather: Good.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. \*\*\*

Sunset in the West (Rep) — Roy Rogers, Estelita Rodriguez, Penny Edwards. Here's a replica of all the other Rogers pictures. I can see a decided slacking in attendance on these westerns. From now on, I'll space 'em farther apart. Played Tues., Wed. Weather: Okay.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town and rural patronage. \*\*\*

## 20th CENTURY-FOX

Call Me Mister (20th-Fox)—Betty Grable, Dan Dailey, Dale Robertson. This is a very good musical but it didn't draw enough in all three nights to fill the house once. We are getting some squawks on Betty Grable and most of the musicals we've run lately have been very ordinary draws. The picture is okay, if you can sell it. Played Tues., Wed., Thurs. Weather: Stormy.—Mayme P. Muselman, Roach Theatre, Lincoln, Kas. Small town patronage. \*\*\*

Fighting Man of the Plains (20th-Fox) — Randolph Scott, Bill Williams, Victor Jory. This is the best job Fox has ever done with Randolph Scott and is on a par with most of his Columbia offerings. It pleased 100 per cent and was slightly above average for the change. If you haven't used this, I would suggest that you buy it right away. Played Fri., Sat. Weather: Good. — Bob Walker, Uintah Theatre, Fruita, Colo. Rural patronage. \*\*\*

Fireball, The (20th-Fox)—Mickey Rooney, Pat O'Brien, Beverly Tyler. I didn't expect anything more than average or less business on this one but Fox surprised me for once by giving me a good, flat price on a business-getter. The interesting and unusual story of the roller-skating rinks pleased everyone. Played Tues., Wed. Weather: Good.—R. L. Stanger, Windsor Theatre, Windsor, Colo. Small town and rural patronage. \*

Mr. Belvedere Goes to College (20th-Fox)—Clifton Webb, Shirley Temple, Tom Drake. Like all our Fox product, the moths were at the celluloid before we could make a deal on this, but even so it did most satisfying business — almost justifying the rental they charged. It isn't as good as the first of the series, but it certainly is one your folks will like if you haven't shown it. Played Sun., Mon., Tues. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

Sword of Monte Cristo (20th-Fox)—Paula Corday, George Montgomery, Berry Kroeger. The new Supercolor is easy on the eyes and was well received by our patrons. The feature played with "Abbott and Costello Meet the Invisible Man" (U-I) to above average business for this house. It is a good combination and both are good family features. They should be worth a trial in any neighborhood house. Played Fri., Sat., Sun. Weather: Cool, with rain. — Leonard C. Utecht, Manor Theatre, Chicago, Ill. Northwest side city patronage. \*\*\*

13th Letter, The (20th-Fox)—Linda Darnell, Charles Boyer, Michael Rennie. This is a woman's picture which did average business but is no good for a small town. I broke even on it. It should do all right in a big town, in a class house. Played Tues., Wed., Thurs. Weather: Good.—E. M. Frelburger, Dewey

Theatre, Dewey, Okla. Small town patronage. \*\*\*

Ticket to Tomahawk, A (20th-Fox)—Dan Dailey, Anne Baxter, Rory Calhoun. This oldie from Fox and in color sure did bring in the raves from a fair-sized midweek audience. (Yeh, any kind of an audience midweek these days is fair to good.) This is a western musical that is sure to please. Played Wed., Thurs. Weather: Hot.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. \*\*\*

Wabash Avenue (20th-Fox)—Betty Grable, Victor Mature, Phil Harris. This is excellent. The music, singing and dancing made a hit. It has good comedy and the color was fine—attendance good.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. \*\*\*

## UNITED ARTISTS

Adventures of Don Coyote (UA)—Richard Martin, Frances Rafferty, Van Carlo. Used on a double feature bill, "Don Coyote" pulled them in, but they enjoyed "Bunco Squad" (RKO). Many, many complaints on "a cheap western," which was the general comment on "Don Coyote." Boxoffice was average for Fri.,

## Have to Take Chances To Keep 'Em Coming

MONTANA (WB)—Errol Flynn, Alexis Smith, S. Z. "Cuddles" Sakall. This proved my point that in booking you have to take chances and try something entirely different than ever now if you want to keep 'em coming. Played this to outstanding business on the Sun.-Mon.-Tues. change, following a big color western on the Fri., Sat. ahead. Both did above average. Everyone seemed to like this and if you haven't used it, I think it's a safe bet anywhere. Played Sun., Mon., Tues. Weather: Fair. — Bob Walker, Uintah Theatre, Fruita, Colo. Rural patronage. \*\*\*

Sat. Weather: Rain and cool.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. \*\*\*

Gun Crazy (UA)—Peggy Cummins, John Dall, Berry Kroeger. This is a well made picture that proved to be acceptable entertainment and did average business at the box-office. If your patrons like action, this is it. Played Wed., Thurs.—Melvin M. Edel, State Theatre, Centralia, Ill. General patronage. \*\*\*

## UNIVERSAL-INTERNATIONAL

Abbott and Costello in the Foreign Legion (U-I)—Bud Abbott, Lou Costello, Patricia Medina. These boys are slipping badly and I sure hate to see it because we used to sell lots of popcorn on the nights we played them, even if we couldn't make much on the picture on account of Universal's percentage deals. Perhaps if they'd lay off for a while, their brand of humor might come back. This one did just average business. Played Sun., Mon. Weather: Good.—R. L. Stanger, Windsor Theatre, Windsor, Colo. Small town and rural patronage. \*

Operation Disaster (U-I)—John Mills, Richard Attenborough, Nigel Patrick. If you want to have a guessing game for your patrons, here it is. They talked like they had a mouth full of bum bourbon. It is fair support, however. They should have cut the picture about 25 minutes. Played Sun., Mon. Weather: Clear. — Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. \*\*\*

Under the Gun (U-I) — Richard Conte,

Audrey Trotter, John McIntire. What a stinkin' title for such a good picture—plenty of action, especially in the last 15 minutes. It is ideal for support if you can overcome the title. I played it under "Ma and Pa Kettle Back on the Farm." No kinks. Played Sun., Mon. Weather: Clear and warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. \*\*\*

Up Front (U-I)—David Wayne, Tom Ewell, Marina Berti. Patrons' opinions were divided on this one. Some thought it was very good and others panned it. Business was only fair. The picture does not have any "star value" and that hurt the boxoffice. Played Sun., Mon.—Marion F. Bedwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. \*\*\*

## WARNER BROS.

Chain Lightning (WB)—Humphrey Bogart, Eleanor Parker, Raymond Massey. Truer words were never written than those of Sam Holmberg who complained of Bogart's age in this one. Certainly it is a fine picture, but who would ever expect Bogart at his age playing test pilot? Those few that would come out really complimented us on this one, and I was amazed at the number of tiny folks who came out crying because they didn't want to leave until they saw the jets again. Warner always complains it isn't getting enough from this situation, but it got a h-l of a lot more out of this one than I did. Played Sun., Mon., Tues. Weather: Fair.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. \*\*\*

Sugarfoot (WB)—Randolph Scott, Adele Jergens, Raymond Massey. This is a story with local interest about the early days of Prescott, Ariz., our county seat. The background scenes are very good, the action is not too fast, but it will hold the audiences okay. Business was a little below average, due to the weather being too good. Played Sun., Mon. Weather: Perfect.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining town patronage. \*\*\*

## MISCELLANEOUS

Dark Waters (Astor) — Reissue. Merle Oberon, Franchot Tone. This was played Tues., Wed., Thurs. with "When You're Smiling" (Col) to above average business. Weather: Seasonably cool and fair.—Rene L. Garneau, Midway Drive-In, Windsor, Vt. Small town and rural patronage. \*

Hold That Ghost (Realart)—Bud Abbott, Lou Costello. This oldie drew well and gave my patrons a laugh. I noted however, that Abbott and Costello used some of the jokes (?) in a recent picture that they used ten years ago in this one. Maybe they need new jokes. They don't do for me what they once did. Played Friday.—W. S. Funk, Star Theatre, St. Stephen, S. C. Small town and farm patronage. \*\*\*

Mutiny in the Arctic (Realart) — Reissue. Richard Arlen, Andy Devine. This just can't be beaten on the Fri., Sat. double bill. In fact, I had more favorable comment on this one than I have had on some of the so-called superdopers. The print was okay and the terms were better. What more could one ask for? Played Fri., Sat. Weather: Hot.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. \*\*\*

Night at the Follies (Mack Enterprises)—Here is a real burlesque show, starring Evelyn West. This is the fifth time I have played it in as many years and business has been better on this picture each year. Run it on a midnight roadshow, adults only. You'll please your customers and won't believe there is anything like TV. Book it and get a wheelbarrow to take the money to the bank. Played Tues., Wed., Thurs.—Melvin M. Edel, State Theatre, Centralia, Ill. General patronage. \*\*\*



# FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time, as furnished by home offices, is in parentheses; checkup with local exchange is recommended. This is followed by release number, type of story and review date, which also serves as an index to Picture Guide Reviews. \* indicates BOXOFFICE Blue Ribbon Award Winner. © indicates color photography.

	COLUMBIA	Rel. No.	Type	Reviewed	REVIEW DIGEST										LIPPERT	Rel. No.	Type	Reviewed	REVIEW DIGEST																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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SEPTEMBER	Convicted (91).....	324	Drama	7-22-50	+	±	±	±	±	+	+	±	7+4-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														



# REVIEW DIGEST

## REVIEW DIGEST

	Rel. No.	Type	Revised	Bioffica Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
MONOGRAM										
[1] Big Timber (73).....	4908 Drama	Roddy McDowall, Jeff Donnell, Lyn Thomas	.....	±	+	+	±	±	4+2-	
[11] Law of the Panhandle (55)....	4953 Western	Johnny Mack Brown, Jane Adams, Riley Hill	.....	±	±	+	±	±	3+2-	
[23] Bomba and Hidden City (71)....	4906 Drama	Johnny Sheffield, Sue England	.....	±	±	+	-	±	3+3-	
[3] Cherokee Uprising (57).....	4944 Western	Whip Wilson, Andy Clyde, Lois Hall	.....	±	±	±	±	±	2+2-	
[12] Modern Marriage, A (66).....	5119 Doc-Dr	Robert Clarke, Reed Hadley, Margaret Field	4- 8-50 +	+	±	+	±	±	8+2-	
[22] Hot Rod (61).....	4918 Drama	James Lydon, Gloria Winters, Art Baker	10-28-50 +	±	±	+	+	±	7+2-	
[20] Blues Busters (64).....	4916 Comedy	Leo Gorcey, Adelo Jergens, Hunts Hall	10-28-50 +	±	+	+	±	±	7+3-	
[3] Joe Palooka in the Squared Circle (63).....	5117 Comedy	Joe Kirkwood Jr., James Gleason	.....	±	±	+	±	±	4+3-	
[12] Southside 1-1000 (73).....	AA17 Drama	Don DeFore, Andrea King, George Tobias	10-14-50 +	±	+	±	+	±	8+2-	
[20] Outlaw Gold (51).....	4954 Western	Johnny Mack Brown, Jane Adams, Myron Healy	.....	±	±	±	±	±	3+3-	
[1] Father's Wild Game (61).....	5125 Comedy	Raymond Walburn, Gary Gray, Jane Darrell	.....	±	±	+	±	±	2+1-	
[10] Outlaws of Texas (56).....	4945 Western	Whip Wilson, Phyllis Coates	.....	±	±	+	±	±	3+2-	
[17] Call of the Klondike (67).....	4920 Drama	Anne Gaynor, Tom Neal, Kirby Grant	12-23-50 +	±	±	+	±	±	5+3-	
[23] Short Grass (82).....	AA18 West'n	Ivory Cameron, Cathy Downs	12- 9-50 ±	±	±	+	±	±	7+5-	
[31] Sierra Passage (80).....	5107 Western	.....	12-23-50 ±	±	±	±	+	±	6+4-	
[14] Colorado Ambush (52).....	4955 Western	Johnny Mack Brown, Lois Hall	.....	±	±	+	±	±	3+2-	
[21] Bowery Battalion (69).....	5111 Comedy	Leo Gorcey, Hunts Hall, Bowery Boys	2-24-51 +	+	+	±	-	+	5+2-	
[20] Blue Blood (72).....	4904 Drama	Bill Williams, Jane Nigh, Arthur Shields	1-20-51 +	±	±	+	±	±	6+2-	
[2] Abilene Trail (64).....	4946 Western	Whip Wilson, Andy Clyde, Noel Neill	.....	±	±	-	±	±	2+3-	
[11] Rhythm Inn (71).....	5115 Musical	Jane Frazee, Kirby Grant, Charles Smith	2-10-51 +	±	±	+	±	±	5+3-	
[12] Vicious Years, The (81).....	5191 Drama	Tommy Cook, Gar Moore, Sybil Merritt	.....	±	±	±	±	±	4+3-	
[2] Navy Bound (60).....	5120 Comedy	Tom Neal, Regis Toomey, Wendy Waldron	3- 3-51 ±	+	±	+	±	±	5+3-	
[11] Man From Sonora (54).....	5141 Western	Johnny Mack Brown, Lee Talbot, Lee Roberts	.....	±	±	+	±	±	1+	
[10] Gypsy Fury (63).....	5192 Drama	Vivica Lindfors, Christopher Kent, Romney Brent	4-21-51 +	±	±	-	±	±	2+3-	
[22] Lion Hunters, The (73).....	5109 Jun Dr	Johnny Sheffield, Ann Todd, Morris Ankrum	4-28-51 +	±	±	±	±	±	4+3-	
[1] Canyon Raiders (54).....	5151 Western	Whip Wilson, Fuzzy Knight	.....	±	±	±	±	±	8+4-	
[12] I Was an American Spy (85)...	AA19 Drama	Ann Dvorak, Gene Evans, Douglas Kennedy	3-31-51 ±	+	±	±	±	±	8+4-	
[20] Ghost Chasers (69).....	5112 Comedy	Hunts Hall, Leo Gorcey, Bowery Boys	5-12-51 +	±	±	±	±	±	4+3-	
[1] Blazing Bullets (51).....	5142 Western	Johnny Mack Brown, Lois Hall	.....	±	±	±	±	±	8+2-	
[12] O'Casey Scout (78).....	5101 Western	Audrey Long, Bud Cameron, Jim Davis	4-21-51 +	±	±	+	±	±	8+2-	
[11] Nevada Badmen (58).....	5152 Western	Whip Wilson	.....	±	±	±	±	±	4+4-	
[2] According to Mrs. Hayle (60)...	5122 Drama	Sprung Byington, Tank Sandler	6-23-51 ±	±	±	±	±	±	4+4-	
[2] Father Takes the Air (61).....	5126 Comedy	Raymond Walburn, Walter Catlett	6-23-51 ±	-	±	±	±	±	3+4-	
[20] Casa Monaca (73).....	5116 Musical	Robert Clarke, Virginia Welles	.....	±	±	±	±	±	3+4-	
[23] Montana Desperadoes (51).....	5143 Western	Johnny Mack Brown, Lois Hall	.....	±	±	±	±	±	3+4-	
[1] Yukon Manhunt (...)	5123 Adv-Dr	Kirby Grant, Chinook	.....	±	±	±	±	±	3+4-	
[2] Disc Jockey (...)	Musical	Ginny Simms, Michael O'Hara	.....	±	±	±	±	±	3+4-	
[2] Let's Go Navy (...)	5113 Comedy	Leo Gorcey, Hunts Hall	.....	±	±	±	±	±	3+4-	



# FEATURE CHART

# Very Good; + Good; = Fair; - Poor; = Very Poor. In the summary # is rated 2 pluses, = as 2 minuses.

SEPTEMBER  
 OCTOBER  
 NOVEMBER  
 DECEMBER  
 JANUARY  
 FEBRUARY  
 MARCH  
 APRIL  
 MAY  
 JUNE  
 JULY

## PARAMOUNT

### REVIEW DIGEST

Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Daily News	Summary
	Reports				Reporter	Magazine			

①② Fancy Pants (92).....5001 Com-W't 7-29-50 + + + + + 11+  
 Bob Hope, Lucille Ball, Bruce Cabot  
 Union Station (81).....5002 M'drama 7-15-50 - + + + + 9+1-  
 William Holden, Barry Fitzgerald, Lyle Bettger

① Cossino to Korea (58).....5008 Docum 9-30-50 + ± ± + + + 8+2-  
 Narrator—Quentin Reynolds  
 ② Copper Canyon (84).....5003 Western 7-29-50 + ± + + + + 7+1-  
 Ray Milland, Hedy Lamarr, Macdonald Carey  
 Dark City (97).....5004 Drama 8-12-50 + ± + + + + 10+1-  
 Charlton Heston, Elizabeth Scott, Dean Jagger

①① Tripoli (95).....5005 Hist-Dr 10- 7-50 + ± ± + + + 10+2-  
 Maureen O'Hara, John Payne, Philip Reed  
 ② Let's Dance (112).....5006 Mus-Com 8-19-50 + ± + + + + 9+1-  
 Betty Hutton, Fred Astaire, Roland Young

Mr. Music (113).....5007 Mus-Com 9- 2-50 + + + + + 10+  
 Bing Crosby, Nancy Olson, Charles Coburn

② Branded (95).....5009 Western 11-25-50 + + + + + ± 7+1-  
 Alan Ladd, Mona Freeman, Charles Bickford

① At War With the Army (93).....5014 Comedy 12-16-50 + + + + + ± 8+1-  
 Dean Martin, Jerry Lewis, Polly Bergen

September Affair (103).....5012 Drama 10-21-50 + ± + + + + 9+1-  
 Jean Fontaine, Joseph Cotten, Jessica Tandy

② Great Missouri Raid, The (85).....5013 W't-Dr 12- 9-50 + + + + + ± 8+1-  
 Wendell Corey, Ellen Drew, Macdonald Carey

Redhead and the Cowboy (82).....5015 W't-Dr 12-16-50 - ± ± + - + 5+4-  
 Glenn Ford, Rhonda Fleming, Alan Reed

② Mating Season, The (101).....5016 Comedy 1-27-50 + + + + + 13+  
 Gene Tierney, John Lund, Biliam Hopkins  
 ③ Samson and Delilah (128).....5010 Spec-Dr 10-29-50 + + + + + 14+  
 Victor Mature, Hedy Lamarr, George Sanders

Molly (83).....5011 Comedy 12- 2-50 + + + + ± + 11+1-  
 (Rev. as The Goldbergs)  
 Gertrude Berg, Philip Loeb  
 ④ Quebec (85).....5017 Drama 3-10-51 ± - ± + - + 5+5-  
 John Barrymore Jr., Corinne Calvet  
 Lemon Drop Kid, The (91).....5018 Comedy 3-17-51 + + ± + + ± 10+2-  
 Bob Hope, Marilyn Maxwell, Lloyd Nolan

Appointment With Danger (90).....5019 Drama 4-21-51 + ± + + + + 8+1-  
 Alan Ladd, Jan Sterling, Phyllis Calvert  
 Last Outpost, The (87).....5020 Out-Dr 4-14-51 + ± ± + + + 7+3-  
 Ronald Reagan, Rhonda Fleming, Peter Hanson

Dear Brut (82).....5021 Drama 4-28-51 + ± ± ± ± ± 6+5-  
 Mona Freeman, Edward Arnold, Billy DeWolfe  
 Trio (92).....5030 Com-Dr 9-30-50 + + + + + 11+  
 Jean Simmons, Michael Rennie, Anne Crawford

④ Passage West (80).....5022 Western 4-26-51 + + + + ± 7+1-  
 John Payne, Arlene Whelan  
 Ace in the Hole (112).....5023 Drama 5-12-51 + + + + - ± 7+2-  
 Kirk Douglas, Jan Sterling

## RKO RADIO

### REVIEW DIGEST

Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Daily News	Summary
	Reports				Reporter	Magazine			

④ Bunco Squad (67).....104 Drama 8-19-50 ± ± ± + + + 6+3-  
 Robert Sterling, Joan Dixon, Ricardo Cortez  
 ①② Border Treasure (60).....105 Western 9- 2-50 + ± + ± ± ± 5+3-  
 Tim Holt, Jane Nigh, Richard Martin  
 ②② Edge of Doom (87).....152 Drama 8- 5-50 + ± + + + + 10+1-  
 Dana Andrews, Farley Granger, Joan Evans

① Outrage (75).....103 Drama 9- 2-50 + ± + + - ± ± 6+4-  
 Mala Powers, Tod Andrews, Robert Clarke  
 ① Walk Softly, Stranger (81).....102 Drama 9- 2-50 + ± + ± ± ± 8+4-  
 Joseph Cotten, Valli, Spring Byington  
 ② Rio Grande Patrol (60).....108 Western 11-18-50 + ± ± + + + 5+2-  
 Tim Holt, Jane Nigh, Richard Martin  
 ② Mad Wednesday (77).....166 Comedy 3-17-51 + ± ± ± ± ± 3+1-  
 Harold Lloyd, Frances Ramsden

① ① Joan of Arc (165).....118 Drama 10-30-48 + + + + + 14+  
 Ingrid Bergman, Jose Ferrer, Francis L. Sullivan  
 ② Experiment Alcatraz (58).....107 Drama 12- 2-50 ± - ± ± - ± 4+6-  
 John Howard, Lynne Carter, Joan Dixon  
 ② Never a Dull Moment (89).....106 Comedy 11- 4-50 + ± + + + ± 9+2-  
 Fred MacMurray, Andy Devine, Irene Dunne  
 ② Where Danger Lives (84).....024 Drama 6-24-50 ± ± ± ± + ± 7+5-  
 Robert Mitchum, Claude Rains, Faith Domergue

② Vendetta (84).....167 Drama 12- 2-50 ± ± + ± + - ± 7+4-  
 Faith Domergue, George Dolenz

④ Hunt the Man Down (68).....111 Drama 12-23-50 ± + ± + + 5+2-  
 Mary Anderson, Gig Young, Lynne Roberts  
 ④ Law of the Badlands (60).....113 Western 12-30-50 + ± + ± ± ± 5+2-  
 Tim Holt, Richard Martin, Joan Dixon  
 ② Company She Keeps, The (83).....109 Drama 12-30-50 + ± + ± - + ± 6+4-  
 Elizabeth Scott, Jane Greer, Dennis O'Keefe  
 ③ Double Deal (65).....112 Drama 12-30-50 ± ± ± + + ± 6+4-  
 Marie Windsor, Richard Denning  
 ② Gambling House (80).....110 M'drama 12-30-50 ± ± ± ± + ± 7+6-  
 Victor Mature, Terry Moore, William Bendix

② Cry Danger (79).....115 Drama 2-10-51 + + + + + 10+  
 Dick Powell, Rhonda Fleming, Richard Erdman

② Payment on Demand (90).....171 Drama 2-24-51 + + + + + 14+  
 Bette Davis, Barry Sullivan, Kent Taylor

① Tarzan's Peril (79).....172 Jun-Dr 3-24-51 + ± ± + ± ± 6+4-  
 Lex Barker, Virginia Huston, George Macready

② Thing From Another World (86).....174 M'drama 4-14-51 + + + + + 10+  
 Ewald Franz, Margaret Sheridan

① Kon-Tiki (68).....173 Adv-Dr 4- 7-51 ± ± + + + + 11+2-  
 Thor Heyerdahl, Knut Haugland

① Saddle Legion (60).....117 Western 4- 7-51 + ± ± + ± ± 5+3-  
 Tim Holt, Dorothy Malone, Richard Martin

④ Footlight Varieties (61).....116 Musical 3-31-51 ± ± + + + ± 6+3-  
 Jack Parr, Red Buttons, Leon Errol

② My Forbidden Past (70).....114 Drama 3-31-51 + - ± + + ± 6+3-  
 Ava Gardner, Melvyn Douglas, Robert Mitchum

② Tokyo File 212 (84).....175 Drama 5- 5-51 ± ± ± - ± ± 6+6-  
 Florence Marly, Robert Payton

② Sealed Cargo (90).....118 Mys-Dr 5-12-51 + ± + + + + 8+1-  
 Dana Andrews, Claude Rains, Carla Balenda

② ② Jungle Headhunters (65).....177 Travel 5-12-51 + ± + + + + 7+1-  
 Lewis Cullow, All Native Cast

② Hard, Fast and Beautiful (76).....119 Drama 6- 2-51 + ± + + + 8+1-  
 Claire Trevor, Sally Forrest

② ② Best of the Badmen (84).....176 Western 5- 5-51 + ± + + ± 6+2-  
 Robert Ryan, Claire Trevor

② On the Loose (.....)..... Drama .....  
 Joan Evans, Melvyn Douglas

② ② Happy Go Lovely (88)..... Musical 6-16-51 + + + + ± 8+1-  
 David Niren, Vera-Ellen, Cesar Romero

② His Kind of Woman (.....)..... Drama .....  
 Robert Mitchum, Jane Russell







# FEATURE CHART

‡ Very Good; + Good; ± Fair; - Poor; = Very Poor.

In the summary ‡ is rated 2 pluses, = as 2 minuses.

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

## UNITED ARTISTS

Rel. No.	Type	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1 Eye Witness (104).....045 Mys-Dr		7-29-50	+	±		+	±	+	+	6+2-
2 If This Be Sin (72).....628 Drama		7-22-50	±	±	±	±	+	±	±	7+6-
3 Paper Gallows (69).....220 Drama		5-26-51	±	-	-			±		2+4-
4 Taming of Dorothy, The (75).....224 Comedy		11-25-50	+	±	-	±		-		4+3-
5 One Minute to Twelve (75).....203 Drama		11-18-50	±							1+1-
6 Second Face, The (72).....204 Drama		12-16-50	+	±	±	±	=	±		5+6-
7 Kongo Kid, The (73).....037 Western		.....			+	+	±			3+1-
8 Two Lost Worlds (60).....202 Drama		12-23-50	±	±	±	+	±	±		6+5-
9 Prehistoric Women (74).....205 Drama		12-30-50	+	+	±	+	+	-	=	5+4-
10 Border Outlaws (58).....260 Western		12-16-50	+		±	-				2+2-
11 Three Husbands (78).....642 Comedy		11-11-50	+	+	+	±	+	±	+	8+1-
12 Rogue River (79).....201 Western		12-23-50	+	±	±	±	+	±	±	7+5-
13 Golden Salamander, The (96).....271 Drama		4-7-51	±	±		±	+	+	+	6+3-
14 Wicked City, The (76).....206 Drama		5-19-51	+	-	=					1+3-
15 Mister Universe (79).....208 Comedy		3-17-51	+	+	+	+	+	+	+	7+1-
16 Kongo Patrol (57).....211 Drama		1-13-51	-	-	±	-	-			1+5-
17 Sun Sets at Dawn, The (71).....046 Drama		11-11-50	-	±	±	±	+	+	±	6+5-
18 They Were Not Divided (102).....275 Drama		5-26-51	±	±	+					3+2-
19 Blue Lamp, The (84).....016 Drama		6-24-50	+	±	+	±	±	+	+	7+3-
20 Circle of Danger (85).....207 Drama		4-7-51	±	±	±	±	-	±		6+5-
21 Naughty Ariette (86).....226 Comedy		5-26-51	±	-	±	±	-			4+4-
22 My Outlaw Brother (80).....209 Drama		2-17-51	±	±	±	±	-			1+5-
23 Second Woman, The (91).....639 Drama		1-27-51	+	±	±	+	±	+	+	7+3-
24 So Long at the Fair (85).....270 Drama		1-27-51	+	±		+	±	+	±	8+1-
25 Skipalong Rosenbloom (73).....213 Western		5-26-51	+	±	±	±				4+3-
26 Scarf, The (86).....644 Drama		3-31-51	±	±	±	±	±	±		9+3-
27 Queen for a Day (107).....645 Drama		3-24-51	±	±	±	±	±	±		8+2-
28 Bodman's Gold (56).....262 Western		5-26-51	±	±	±	±	±	±		1+2-
29 Oliver Twist (105).....216 Drama		4-28-51	+	±	±	±	±	±		6+1-
30 When I Grow Up (90).....215 Drama		4-14-51	+	±	±	±	±	±		7+1-
31 Man From Planet X (72).....647 Fantasy		3-24-51	±	±	±	±	±	±		5+3-
32 Long Dark Hall, The (87).....214 Drama		3-10-51	±	±	±	±	±	±		6+3-
33 Try and Get Me (92).....643 Drama		12-9-50	+	±	±	±	±	±	±	9+1-
34 First Legion, The (86).....648 Drama		4-28-51	+	±	±	±	±	±	±	7+1-
35 Odette (100).....652 Drama		1-13-51	±	±	±	±	±	±	±	8+1-
36 New Mexico (84).....649 Drama		5-12-51	±	±	±	±	±	±	±	8+3-
37 Prowler, The (92).....650 Drama		5-5-51	+	±	±	±	±	±	±	6+5-
38 Fabiola (96).....651 Drama		5-12-51	±	±	±	±	±	±	±	6+3-
39 Man With My Face, The (75).....Mys-Dr		6-2-51	+	±	±	±	±	±	±	6+2-
40 Three Steps North (83).....Drama		6-23-51	+	±	±	±	±	±	±	6+3-
41 St. Benny, the Dip (88).....Comedy		.....	±	±	±	±	±	±	±	3+2-
42 Two Gals and a Guy (70).....654 Comedy		6-30-51	±	-	±	±	=			3+6-
43 Hoodlum, The (61).....653 Drama		6-16-51	+	-	±	±	+	+		4+2-
44 Celso Road (..).....Drama		.....								
45 Ho Ran All the Way (77).....646 Drama		6-9-51	+	+	±	±				6+
46 Cyrano de Bergerac (113).....Drama		11-18-50	±	±	±	±	±	±	±	14+
47 Pardon My French (81).....Comedy		.....								

## UNIV.-INT'L

Rel. No.	Type	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1 Saddle Tramp (76).....928 Superwest		9-2-50	±	±	±	±	±	±	±	9+3-
2 Shakedown (80).....929 M'drama		8-26-50	±	±	±	±	±	±	±	7+4-
3 Sleeping City, The (85).....930 Mys-Dr		9-9-50	+	±	+	+	+	+	+	7+1-
4 Hamlet (142).....101 Drama		7-10-50	±	±	±	±	±	±	±	14+
5 Wyoming Mail (87).....931 Supwest		10-7-50	+	±	±	±	±	±	±	7+2-
6 Woman on the Run (77).....932 Drama		10-7-50	+	±	±	±	±	±	±	8+2-
7 Kansas Raiders (80).....104 Western		11-18-50	±	±	±	±	±	±	±	8+5-
8 Milkman, The (87).....102 Comedy		10-14-50	+	+	+	+	+	+	+	7+
9 Depoited (88).....103 Drama		10-28-50	+	±	±	-	+	+	±	6+3-
10 Undercover Girl (83).....105 Drama		11-11-50	-	±	±	+	+	±	±	6+4-
11 Mystery Submarine (78).....106 Drama		12-9-50	±	±	±	±	±	±	±	8+5-
12 Prelude to Fame (78).....180 Mus-Dr		12-9-50	+	+	+	+	+	+	±	5+
13 Frenchie (80).....108 West-Dr		12-9-50	±	±	±	±	±	±	±	8+3-
14 Harvey (104).....107 Comedy		10-28-50	±	±	±	±	±	±	±	12+
15 Under the Gun (83).....109 Drama		12-23-50	+	±	±	±	±	±	±	7+4-
16 Tomahawk (82).....110 Superwest		1-13-51	+	±	±	±	±	±	±	7+1-
17 Target Unknown (90).....111 Drama		2-3-51	+	±	±	±	±	±	±	7+2-
18 Operation Disaster (101).....113 Drama		1-20-51	+	±	±	±	±	±	±	7+2-
19 Bedtime for Bonzo (83).....112 Comedy		1-20-51	+	±	±	±	±	±	±	8+1-
20 Abbott & Costello Meet the Invisible Man (82).....116 Comedy		3-17-51	+	±	±	±	±	±	±	7+
21 Groom Wore Spurs, The (81).....114 Comedy		2-10-51	±	±	±	±	±	±	±	7+6-
22 Air Cadet (94).....115 Com-Dr		2-24-51	+	±	±	±	±	±	±	7+2-
23 Up Front (92).....118 War-Com		3-3-51	+	±	±	±	±	±	±	9+
24 Double Crossbones (76).....119 Cm-Mus		12-2-50	+	-	±	±	±	±	±	6+3-
25 Ma and Pa Kettle Back on the Farm (80).....117 Comedy		3-24-51	+	±	±	±	±	±	±	8+2-
26 Fat Man, The (77).....120 Mys-Dr		4-7-51	±	±	±	±	±	±	±	7+5-
27 Kello Did It (81).....122 Comedy		4-14-51	±	±	±	±	±	±	±	6+4-
28 Smuggler's Island (75).....121 Drama		4-21-51	+	±	±	±	±	±	±	7+5-
29 Apache Drums (75).....123 Western		5-28-51	±	±	±	±	±	±	±	7+2-
30 Hollywood Story (77).....124 Mys-Dr		5-19-51	+	±	±	±	±	±	±	7+2-
31 Francis Goes to the Races (88).....125 Comedy		5-26-51	+	±	±	±	±	±	±	9+
32 Prince Who Was a Thief (89).....126 Rom-Dr		6-2-51	+	±	±	±	±	±	±	7+1-
33 Comin' Round the Mountain (77).....127 Comedy		6-23-51	+	±	±	±	±	±	±	6+3-



# FEATURE CHART

WARNER BROS.	Ref. No.	Type	Reviewed	REVIEW DIGEST									
				Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Reporter	Parents'	Magazine	New York	Summary
2	Tea for Two (98).....001 Musical	Doris Day, Gordon MacRae, Eve Arden	8-19-50	±	+	+	±	+	±	+	±	±	8+2-
18	Pretty Baby (92).....004 Comedy	Dennis Morgan, Betsy Drake, Zachary Scott	7-29-50	±	±	+	+	±	+	+	+	+	7+3-
22	Breaking Point, The (97).....005 Drama	Patricia Neal, John Garfield, Juano Hernandez	9- 9-50	+	±	±	±	±	±	+	±	±	8+2-
14	Three Secrets (98).....006 M'drama	Ruth Roman, Eleanor Parker, Patricia Neal	9- 2-50	+	+	+	+	+	+	+	+	+	8+
25	Glass Menagerie, The (107)....007 Drama	Jane Wyman, Kirk Douglas, Gertrude Lawrence	9-23-50	+	+	+	+	+	+	+	+	+	12+
11	Rocky Mountain (83).....008 Sup'west	Errol Flynn, Patricia Wymore	10- 7-50	+	±	+	+	+	+	+	+	+	8+1-
23	West Point Story, The (107)....009 Drama	James Cagney, Virginia Mayo, Doris Day	11-18-50	±	±	+	+	+	+	+	±	±	11+1-
9	Breakthrough (91).....010 Drama	David Brian, John Agar, Frank Lovejoy	11- 4-50	±	+	+	+	+	+	+	+	+	11+1-
28	Dallas (94).....011 Sup'west	Gary Cooper, Ruth Roman	11-25-50	+	±	+	+	+	+	+	+	+	9+1-
13	Highway 301 (83).....012 Drama	Steve Cochran, Virginia Grey, Gaby Andre	12- 2-50	±	±	+	+	+	+	+	+	+	7+3-
21	Operation Pacific (111).....013 Drama	John Wayne, Patricia Neal, Ward Bond	1-13-51	+	±	±	±	±	±	±	±	±	8+1-
10	Storm Warning (91).....014 Drama	Ginger Rogers, Ronald Reagan, Doris Day	12-16-50	+	+	+	+	+	+	+	+	+	9+
24	Enforcer, The (88).....015 Drama	Humphrey Bogart, Zero Mostel, Ted de Corsia	1-27-51	+	+	+	+	+	+	±	±	±	9+1-
3	Sugarfoot (80).....016 West-Dr	Randolph Scott, Adele Jergens, Raymond Massey	2- 3-51	±	-	±	±	±	±	-	±	±	5+6-
15	Lightning Strikes Twice (91)....019 Drama	Ruth Roman, Richard Todd, Mercedes McCambridge	2-10-51	±	±	+	+	+	+	±	±	±	7+3-
26	Lullaby of Broadway (91)....020 Musical	Doris Day, Gene Nelson, B. Z. Sakall	3-17-51	+	±	±	±	±	±	±	±	±	8+1-
7	Raton Pass (84).....021 Western	Dennis Morgan, Patricia Neal, Steve Cochran	3- 3-51	±	±	±	±	±	±	±	±	±	8+5-
27	Only the Valiant (105).....022 Hist-West	Gregory Peck, Barbara Payton, Ward Bond	3-10-51	±	±	±	±	±	±	±	±	±	11+1-
5	I Was a Communist for the FBI (84).....023 Drama	Frank Lovejoy, Dorothy Hart	4-21-51	+	+	+	+	+	+	+	+	+	11+
12	Goodbye, My Fancy (107).....024 Comedy	Jean Crawford, Robert Young, Frank Lovejoy	4-14-51	±	±	+	+	+	+	+	+	+	8+2-
2	Along the Great Divide (88)....025 West-Dr	Kirk Douglas, Virginia Mayo	5- 5-51	±	±	±	±	±	±	±	±	±	9+4-
16	Inside Walls of Folsom Prison (87).....026 Drama	Steve Cochran, David Brian	5-19-51	±	±	+	+	+	+	±	±	±	7+4-
29	Strangers on a Train (101)....027 Drama	Farley Granger, Ruth Roman	6-16-51	±	±	±	±	±	±	±	±	±	11+
17	Fort Worth (80).....028 Sup-West	Randolph Scott, David Brian	5-19-51	+	±	±	±	±	±	±	±	±	7+4-
20	On Moonlight Bay (... ).....029 Musical	Doris Day, Gordon MacRae											

# SHORTS REVIEWS

## Phony Cronies

Columbia (Com. Favorite) 17 Mins.

Fair. El Brendel and Tom Kennedy are two moving men who get involved with a couple of crooks who attempt to steal a statue from a museum. There is lots of slapstick, but not very much excitement in this one-reeler.

## Double Cross-Country Race

Paramount (Popeye Cartoon) 7 Mins.

Good. Popeye's two associates, Olive Oyl and the ferocious Bluto, are both missing from this Technicolor cartoon but it is amusing enough. His adversary in this is Count No Account, an unscrupulous cheat, who competes in an auto race. The Count pulls many tricks on Popeye to slow him up and, finally, he changes a sign on a poisoned water hole which makes Popeye's motor die after water is poured in. Of course, the usual can of spinach saves the day for Popeye.

## To Boo or Not to Boo

Paramount (Casper Cartoon) 7 Mins.

Very Good. Casper, the likable little ghost, is a most appealing character and his latest adventure will please his many fans. On Halloween, which is the big night for witches and ghosts, Casper follows his rule of trying not to scare people but to make friends. At first people think he is in costume too but they shriek in terror when they learn he is actually a ghost. At a costume party, he meets a little girl and he is delighted to find that she isn't scared—because she is a ghost, too.

## The Elephant Mouse

20th-Fox (Terrytoon) 7 Mins.

Good. Another Technicolor adventure about little Half-Pint, the elephant who scares cats. Half-Pint escapes from the circus and enters a house where the cat is terrified by him and tells all his alley friends about a "giant mouse." When the cat learns he has been fooled, he spansks the little elephant, who cries for his mother. The big elephant wrecks the house and the cat is too dazed to talk.

## Goons From the Moon

20th-Fox (Terrytoon) 7 Mins.

Good. With the current craze for pictures on visitors from other planets, this Technicolor cartoon is both amusing and timely. A mouse-astronomer at the observatory telescope sees a terrifying sight and warns the mice-inhabitants of the world that a planet is careening toward earth. The planet, a small asteroid, lands and hordes of bat-winged cats open fire on fleeing mice. Only Mighty Mouse can save the world and, of course, he does.

## Musical Madness

20th-Fox (Terrytoon) 7 Mins.

Good. A pleasing cartoon in Technicolor dealing with Little Roquefort, the mouse. The mouse is sleeping in a closed music store when a big cat comes in and starts playing records and accompanying the music on a set of drums. The late mouse uses other instruments to plague the

cat, but to no avail. When he finally gets rid of the musically minded cat and goes back to sleep, the alarm clock goes off.

## Readin', Ritin' and 'Rithmetic

Univ.-Int'l (Cartoon Melody) 10 Mins.

Good. The songs in this audience-participation short should bring back memories to the elder segment of theatregoers. "School Days," "Let Me Call You Sweetheart" and "Three Blind Mice" are the three featured songs.

## Sling Shot 67/8

Univ.-Int'l (Tech. Cartune) 7 Mins.

Good. Woody Woodpecker enters a shooting contest in a western town and armed with a sling shot wins first prize despite the attempts of an envious Indian, an eagle, to foil him. The Woodpecker's trick shots should get laughs.

## Teresa Brewer and the Firehouse Five Plus Two

Univ.-Int'l (Name Band Mus.) 16 Mins.

Good. Teresa Brewer, Joe Venuti, Leo Diamond and the Five render their own pleasing versions of six songs in a firehouse. Teresa Brewer sings "Music, Music, Music" and "Ol' Man Mose." Joe Venuti plays "Hot Canary" and "Fantasy in Blue" on the violin. Leo Diamond plays "Johnson Rag" on the harmonica and the band plays "Everybody Loves My Baby." The Mercer Brothers dance to "When You Bump Into Someone You Know."

## The Birds and the Beasts Were There

Warner Br. (Sports Parade) 10 Mins.

Good. A visit to a rare bird farm south of Miami, a monkey jungle and a parrot farm holds the interest in this Technicolor reissue. Unusual birds, performing cockatoos and monkeys who act as if they had almost human reasoning powers are featured.

## Rabbit Fire

Warner Br. (Bugs Bunny Sp.) 7 Mins.

Very Good. Bugs Bunny and Daffy Duck foil Elmer Fudd's attempts to go rabbit and duck hunting. Daffy Duck gets shot in the head a few times while Bugs Bunny approvingly looks on. The dialog is very funny.

## Sons of the Plains

Warner Br. (Technicolor Sp.) 19 Mins.

Good. The story of twins who were separated soon after their birth by Indians and their subsequent reunion adds up to a reissue which can be used as a program bolster. The Mauch Twins and Russell Simpson, an old frontiersman, play their roles convincingly.

## The World of Kids

Warner Bros. 10 Mins.  
(Vitaphone Novelty)

Good. This short features small fry playing football and baseball, bowling, boxing and riding calves in a rodeo. The reactions of the children on being taken to the barber for their first haircut and on watching a Punch and Judy show are worth seeing.



# SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. Date is national release. Symbol is rating from BOXOFFICE review. # Very Good. + Good. ± Fair. - Poor. = Very Poor. © Indicates color photography.

## Columbia

Prod. No.	Title	Rel. Date	Rating
<b>Assorted Comedies</b>			
3423	Innocently Guilty (16)	12-21	±
3413	He Flew the Shrew (16½)	1-11	±
3414	Wedding Yells (16)	2-8	±
3424	Wine, Women and Bong (15½)	2-22	±
3415	Blonde Atom Bomb (17)	3-8	±
3425	The Awful Sleuth (16)	4-19	±
3416	Fun on the Run (16)	5-10	±
3426	Woo Woo Blues (16)	7-11	±
<b>Candid Microphone (One-Reel Specials)</b>			
3552	Subject No. 2 (10)	12-14	±
3553	Subject No. 3 (10½)	2-15	±
3554	Subject No. 4 (11)	4-12	±
3555	Subject No. 5 (10½)	6-14	±
<b>Cavalcade of Broadway</b>			
3652	The China Doll (11)	12-18	±
3653	Havana Madrid (10)	3-29	±
3654	New York After Midnight (..)	6-28	±
<b>Color Favorites (Technicolor Reissues)</b>			
3604	The Foolish Bunny (8)	12-7	±
3605	Midnight Frolics (7½)	1-11	±
3606	The Carpenters (8)	2-8	±
3607	Poor Little Butterfly (8)	3-15	±
3608	Jitterbug Knights (7½)	4-15	±
3609	Birds in Love (8)	5-17	±
3610	Air Hostess (8)	5-17	±
3611	The Egg Hunt (..)	7-28	±
<b>Comedy Favorites (Reissues)</b>			
3433	Taming of the Snood (16)	12-14	±
3434	Champ's a Champ (19)	2-15	±
3435	General Nuisance (18)	4-12	±
3436	Phony Cronies (18)	6-14	±
<b>Jolly Frolics (Technicolor)</b>			
3502	Gerald McBoing Boing (7)	1-25	±
3503	Family Circus (7)	6-28	±
<b>Mr. Magoo (Technicolor)</b>			
3702	Bungled Bungalow (6½)	12-28	±
3703	Barefaced Flatfoot (7)	4-25	±
<b>Music to Remember</b>			
3751	Borodin's Prince Igor and Polovetsian Dances (9½)	..	±
3752	Tchaikovsky's Nutcracker Suite (9½)	..	±
3753	Tchaikovsky's Piano Concerto in B-Flat Minor (10)	..	±
3754	Grieg's Peer Gynt Suite (9½)	..	±
3755	Tchaikovsky's 1812 Overture (11)	..	±
3756	Tchaikovsky's Swan Lake Ballet (10)	..	±
<b>Screen Snapshots</b>			
3854	Heart Throbs of Yesterday (10)	12-14	±
3855	Reno's Silver Spurs Award (9)	1-25	±
3856	Jimmy McHugh's Song Party (10½)	3-22	±
3857	Hollywood Memories (9)	4-19	±
3858	Hollywood Awards (9½)	5-17	±
3859	Hollywood Pie Throwers (9½)	6-21	±
3860	The Great Director (9)	7-21	±
<b>Stooge Comedies</b>			
3404	A Snitch in Time (16½)	12-7	±
3405	Three Arabian Nuts (16)	1-4	±
3406	Baby Sitter's Jitters (16)	3-1	±
3407	Don't Throw That Knife (16)	5-3	±
3408	Scrambled Brains (..)	7-7	±
<b>Two-Reel Specials</b>			
3440	A Day With the FBI (19)	7-21	±
<b>Variety Favorites</b>			
3953	Milt Britton and Band (11)	12-21	±
3954	Brokers Follies (11)	2-22	±
<b>World of Sports</b>			
3804	Champion Jumpers (10)	12-28	±
3805	Army's All-American (10)	2-22	±
3806	Quebec Sports Holiday (10)	3-29	±
3807	Mr. Tennis (9)	4-26	±
3808	Three Strikes You're Out! (..)	5-31	±
3809	Sunshine Sports (..)	6-28	±
<b>Serials</b>			
3140	Overland With Kit Carson	2-15	±
3160	Roar of the Iron Horse	5-31	±
<b>Metro-Goldwyn-Mayer</b>			
<b>Cartoons (Technicolor)</b>			
W-234	The Champ Champ (7)	11-4	±
W-236	The Peachy Cobbler (7)	12-9	±
W-238	Fresh Laid Plans (9)	1-27	±
W-239	Cock-a-Dooodle Dog (7)	2-10	±
W-241	Daredevil Droopy (6)	3-31	±
W-243	Droopy's Good Deed (7)	5-5	±
W-245	Symphony in Slang (7)	6-16	±
<b>Gold Medal Reprints (Technicolor)</b>			
W-261	Zoot Cat (7)	10-7	±
W-262	Early Bird Dood It (9)	12-2	±
W-263	Million Dollar Cat (7)	2-24	±

W-264	The Shooting of Dan McGoo (8)	4-14	±
W-265	Gallop'n Gals (7)	6-2	±
<b>People on Parade</b>			
P-211	Egypt Speaks (8)	1-6	±
P-212	Voices of Venice (8)	2-3	±
P-213	Springtime in Netherlands (9)	4-21	±
P-214	Land of Zinder Zee (9)	4-28	±
P-215	Word for the Greeks (8)	5-12	±
<b>Pete Smith Specialties</b>			
S-253	Table Toppers (8)	10-21	±
S-254	Curious Contests (8)	11-11	±
S-255	Wanted: One Egg (9)	12-16	±
S-256	Sky Skiers (8)	2-17	±
S-257	Fixin' Fool (8)	3-24	±
S-258	Camera Sleuth (10)	4-28	±
<b>Tom &amp; Jerry Cartoons (Technicolor)</b>			
W-233	The Framed Cat (7)	10-21	±
W-235	Cueball Cat (7)	11-25	±
W-237	Casanova Cat (7)	1-6	±
W-240	Jerry and the Goldfish (7)	3-3	±
W-242	Jerry's Cousin (7)	4-7	±
W-244	Sleepy-Time Tom (7)	5-26	±
<b>Paramount</b>			
<b>Casper Cartoons</b>			
B10-2	Once Upon a Rhyme (8)	12-15	±
B10-3	Boo Hoo Baby (7)	3-9	±
B10-4	To Boo or Not to Boo (7)	6-8	±
B10-5	Boo Scout (..)	7-27	±
B10-6	Casper Comes to Clown (..)	8-10	±
<b>Champions (Reissues)</b>			
Z10-3	Popeye a la Mode (7)	11-3	±
Z10-4	Shape Ahoy (6)	11-17	±
<b>Grantland Rice Sportlights</b>			
R10-2	Outboard Shenanigans (10)	11-10	±
R10-3	Glacier Fishing (10)	10-6	±
R10-4	Targets on Parade (10)	11-24	±
R10-5	Dobbin Steps Out (10)	12-8	±
R10-6	Top Flight Tumblers (10)	1-12	±
R10-7	Isle of Sport (10)	2-16	±
R10-8	Big Little Leaguers (9)	3-16	±
R10-9	Jumping Off Place (10)	5-11	±
R10-10	Close Decisions (10)	5-25	±
R10-11	City of Ball Tossers (10)	6-22	±
R10-12	Follow the Game Trails (..)	7-20	±
<b>Musical Parade (Reissues)</b>			
FF10-4	You Hit the Spot (18)	10-6	±
FF10-5	Bombardier (19)	10-6	±
FF10-6	Halfway to Heaven (19)	10-6	±
<b>Noveltoons (Technicolor)</b>			
P10-2	Mice Meeting You (7)	11-10	±
P10-3	Sock-a-Bye Kitty (7)	12-22	±
P10-4	One-Quack Mind (7)	1-12	±
P10-5	Mice Paradise (7)	3-9	±
P10-6	Held the Lion, Please (7)	4-13	±
P10-7	Land of Lost Watches (9)	5-4	±
P10-8	As the Crow Lies (6)	6-1	±
P10-9	Slip Us Some Redskin (7)	7-6	±
P10-10	Party Smarty (..)	8-3	±
<b>Pacemakers</b>			
K10-3	Country Cop (10)	12-8	±
K10-4	Musical Circus (11)	2-2	±
K10-5	Kids and Pets (11)	3-23	±
K10-6	The Littlest Expert (10)	4-14	±
<b>Popeye Cartoons (Technicolor)</b>			
E10-1	Quick on the Vigor (7)	10-6	±
E10-2	Riot in Rhythm (7)	11-10	±
E10-3	Farmer and Belle (7)	12-1	±
E10-4	Vacation With Play (7)	1-26	±
E10-5	Thrill for Fair (7)	4-6	±
E10-6	Alpine for You (7)	5-18	±
E10-7	Double Cross Country Race (7)	6-15	±
E10-8	Pilgrim Popeye (..)	7-13	±
<b>Screen Songs (Color)</b>			
X10-1	Fiesta Time (7)	11-17	±
X10-2	Fresh Yeggs (7)	11-17	±
X10-3	Tweet Music (7)	2-9	±
X10-4	Drippy Mississippi (7)	3-23	±
X10-5	Miners Forty Niners (7)	5-11	±
X10-6	Sing Again of Michigan (7)	6-29	±
<b>Specials</b>			
T10-1	The New Planners (20)	9-1	±
<b>The Movies and You</b>			
T10-2	The Cinematographer (10)	1-15	±
<b>RKO Radio</b>			
<b>Clark &amp; McCullough (Reissues)</b>			
13,603	Alibi Bye Bye (21)	11-17	±
13,604	Jitters, the Butler (20)	12-29	±

<b>Comedy Specials</b>			
13,402	Night Club Daze (16)	11-24	±
13,403	Newlyweds' Boarder (15)	1-19	±
13,404	Tin Horn Troubadours (16)	3-16	±
13,405	Newlyweds' Easy Payments (15)	5-11	±
13,406	From Rogues to Riches (15)	7-6	±
<b>Disney Cartoons (Technicolor)</b>			
14,106	Out on a Limb (7)	12-15	±
14,702	Donald's Golf Game (8)	12-29	±
14,107	Lion Down (7)	1-5	±
14,108	Chicken in the Rough (7)	1-19	±
14,109	Cold Storage (7)	2-9	±
14,703	Merbabies (9)	2-23	±
14,110	Dude Duck (7)	3-2	±
14,111	Home Made Home (7)	3-23	±
14,112	Corn Chips (7)	4-6	±
14,704	The Practical Pig (8)	4-20	±
14,113	Cold War (7)	4-21	±
14,114	Plutonia (7)	5-18	±
14,115	Test Pilot Donald (7)	6-8	±
14,116	Tomorrow We Diet (7)	6-29	±
14,705	Polar Trappers (8)	7-6	±
14,117	A Lucky Number (7)	7-20	±
14,118	R'Con Dawg (7)	8-10	±
14,706	Old Mill (9)	8-24	±
<b>Leon Errol Comedies</b>			
13,702	Spooky Woaky (15)	12-1	±
13,703	Chinatown Chump (16)	1-26	±
13,704	Punchy Pancho (16)	3-30	±
13,705	One Wild Night (17)	5-25	±
<b>My Pal Series</b>			
13,202	Pal's Gallant Journey (21)	2-16	±
<b>Pathe Sportscopes</b>			
14,303	Diving Dynasty (8)	11-17	±
14,304	Connie Mack (8)	12-15	±
14,305	Canadian Snow Fun (8)	1-12	±
14,306	Big House Rodeo (8)	2-9	±
14,307	The Big Shoot (8)	3-9	±
14,308	Slammin' Sammy Snead (9)	4-6	±
14,309	First Lady of the Turf (8)	5-4	±
14,310	Ted Williams (8)	6-1	±
<b>Screenliners</b>			
14,204	Package of Rhythm (10)	12-1	±
14,205	Research Ranch (8)	12-29	±
14,206	Movie Oldies (9)	1-26	±
14,207	Lifeguard (8)	2-23	±
14,208	Flying Padre (9)	3-23	±
14,209	Your Fate Is in Your Hands (8)	4-20	±
14,210	Florida Cowhands (9)	5-18	±
<b>Specials</b>			
13,901	Football Headliners of 1950 (17)	12-8	±
<b>This Is America (15)</b>			
13,103	Whereabouts Unknown (15)	11-10	±
13,104	Letter to a Rebel (16)	12-8	±
13,105	Airline to Anywhere (16)	1-5	±
13,106	Lone Star Roundup (15)	2-2	±
13,107	Cruise Ship (16)	3-2	±
13,108	Day of the Fight (16)	3-30	±
13,109	MacArthur Story (17)	4-27	±
13,110	They Fly With the Fleet (..)	6-22	±
<b>20th Century-Fox</b>			
<b>March of Time</b>			
Vol. 16, No. 7	Schools March On (18)	Nov.	±
Vol. 16, No. 8	Tito—New Ally? (17½)	12-22	±
<b>1951 SEASON</b>			
Vol. 17, No. 1	Strategy for Victory (17)	2-2	±
Vol. 17, No. 2	Flight Plan for Freedom (18½)	3-16	±
Vol. 17, No. 3	The Nation's Mental Health (19)	4-27	±
<b>Sports</b>			
3009	Circus on the Campus (10)	Oct.	±
3010	Tee Girls (10)	Nov.	±
3011	Arrow Artistry (10)	Jan.	±
3012	Let's Go Marlin Fishin' (10)	Mar.	±
<b>Special-3 Reels</b>			
7101	Why Korea? (30)	Jan.	±
<b>Terrytoons (Technicolor)</b>			
5017	Mighty Mouse in Beauty on the Beach (7)	Oct.	±
5018	Gandy Goose in Wide Open Spaces (7)	Nov.	±
5019	Dingbat in Sour Grapes (7)	Dec.	±
4020	Mighty Mouse in Mether Goose's Birthday Party (7)	Dec.	±
<b>1951 SEASON</b>			
5101	The Talking Magpies in Rival Romances (7)	Jan.	±
5102	Nutty in Squirrel Crazy (17)	Jan.	±

5127	The Lucky Duck (7)	(reissue) .....	Jan.
5103	Little Roquefort in Three Is a Crowd (7).....		Feb. ±
5104	Woodman Spare That Tree (7) .....		Feb. +
5128	The Bird Tower (7)	(reissue) .....	Feb.
5105	Half Pint in Stage Struck (7) .....		Mar. +
5106	Mighty Mouse in Sunny Italy (7) .....		Mar. +
5107	Gandy Goose in Songs of Erin (7) .....		Mar. +
5129	Shipyard Symphony (7)	(reissue) .....	Apr.
5108	Bulldozing the Bull (7).....		Apr. +
5109	Gandy Goose in Spring Fever (7) .....		Apr. +
5110	Goons From the Moon (7).....		May
5111	Musical Madness (7).....		May
5130	Temperamental Lion (7).....		May
5112	Elephant Mouse (7).....		June
5113	The Rainmakers (7).....		June
5114	Injun Trouble (7).....		June
5115	Seasick Sailors (7).....		July
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<b>Universal-International</b>			
<b>Cartoon Melodies</b>			
6381	Beggar John (9).....		11-20 ±
6382	Peggy, Peg and Polly (8) .....		1-22
6383	Lower the Boom (10).....		3-19
6384	Bubbles of Song (10).....		5-7
6385	Readin', Writin' and 'Rithmetic (10) .....		5-28 +
<b>Name Band Musicals</b>			
6301	The Harmonicals & Miguelito Valdes Orch. (15).....		11-8 +
6302	Jerry Gray and the Band of Today (15).....		12-20 +
6303	Sugar Chile Robinson, Count Basie and His Sextet (15) .....		1-13 +
6304	Frankie Carle & Orch. (15) .....		1-31 +
6305	Ray Anthony & His Orchestra (15) .....		2-28 +
6306	Tex Williams Western Varieties (15) .....		3-28 ±
6307	Frank DeVol and His Orch. (15) .....		5-2 +
6308	Eddie Peabody & Sonny Burke's Orch. (15).....		5-23 +
6309	Sportsmen and Ziggy Elman's Orch. (15).....		6-13 +
6310	Teresa Brewer and Firehouse Five Plus Two (15) .....		6-27 +
<b>Specials</b>			
6201	Fun at the Zoo (18) .....		11-8
<b>Technicolor Cartunes</b>			
<b>(Reissues)</b>			
6321	Life Begins for Andy Panda (7) .....		11-6 +
6322	Three Lazy Mice (7).....		12-4
6323	Chew Chew Baby (7).....		12-25 +
6324	Dippy Diplomat (7).....		1-15 +
6325	Adventures of Tom Thumb (7) .....		2-12 +
6326	Woody Dines Out (7).....		3-19 +
6327	Andy Panda Goes Fishing (7) .....		4-23 +
6328	Springtime Serenade (7) .....		5-14
6329	Jungle Jive (7).....		6-18
6330	Who's Cookin' Who? (7) .....		7-16
<b>Variety Views</b>			
6341	Battle of the Bulge (9).....		1-22 +
6342	Brooklyn Goes to Beantown (9) .....		2-19 +
6343	Springboard to Fame (9) .....		3-5
6344	Hickory Holiday (9).....		4-30
6345	Funny Business (9).....		5-21
6346	Clubby Cub (9).....		6-18 +
<b>Woody Woodpecker Cartunes</b>			
<b>(Technical)</b>			
6351	Puny Express (7).....		1-22
6352	Sleep Happy (7).....		3-26
6353	Wicket Wackey (7).....		5-28 ±
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<b>Warner Bros.</b>			
<b>Blue Ribbon Hit Parade</b>			
<b>(Technicolor Reissues)</b>			
7304	Unbearable Bear (7).....		12-9
7305	Duck Soup to Nuts (7) .....		1-6
7306	Flowers for Madame (7) .....		2-3
7804	Childhood Days (10).....		2-10
7307	Life With Feathers (7) .....		3-3
7308	Peck Up Your Troubles (7) .....		3-24
7805	In Old New York (9).....		4-28
7309	Odor-Able Kitty (7).....		4-21
7310	Book Revue (7).....		5-19
7311	Stagefright (7).....		6-23
<b>Bugs Bunny Specials</b>			
<b>(Technicolor)</b>			
7720	Hare We Go (7).....		1-6
7721	Rabbit Every Monday (7) .....		2-10
7722	Bunny Hugged (7).....		3-10
7723	Fair-Haired Hare (7).....		4-14
7724	Rabbit Fire (7).....		5-19
7725	French Rarebit (7).....		6-30
<b>Featurettes</b>			
7103	Ace of Clubs (20).....		1-27
7104	Rearing Guns (19), reissue .....		3-31
7105	Hunting the Hard Way (..) .....		5-26
<b>Hit Parade of Gay Nineties</b>			
7802	Old Family Album (10).....		12-16
7806	Musical Memories (9).....		6-30



# CLEARING HOUSE

## HELP WANTED

Wanted: Theatre manager for Illinois location. Applicants interested in training under GI bill also acceptable. Give experience, salary expected, marital status and photo first letter. Boxoffice, 4299.

Wanted: For permanent position, capable theatre manager, age 25 to 40. Must have thorough knowledge of business and be willing worker. Columbia Amusement Co., Box 510, Paducah, Ky.

Wanted drive-in manager for 650-car independent southern drive-in with 12-month operation. Good opportunity for the right man. Must have experience in drive-in management, prefer man who has chain experience. If interested, air mail your qualifications: picture, age, references, family status, theatre experience, salary expected, etc., to Boxoffice, 4317.

Non-drinking operator, if married, use wife in popcorn booth, 6 nights, Saturday matinee, no Sundays. Small town, chance for advancement. Write qualifications, reference, joint salary expected, first letter. P. O. Box 336, Elton, Ky.

Wanted! Theatre manager for Houston, Tex., suburban theatre. No buying or booking. Wife may handle concessions. Apartment with theatre. Give experience, full details, photo required. Confidential. Boxoffice, 4321.

## POSITIONS WANTED

Wanted: Position as manager of class A theatre. Just completed 25 years with major circuit. Age 44, good health, do not drink, unencumbered, have good car. Also experienced as traveling auditor and trouble shooter. Want 6-day week, salary commensurate with local living conditions and type of operation. Prefer Atlantic or Pacific coast cities but will go anywhere if good proposition. References last employers: Karl Hobbitzelle or R. J. O'Donnell, Interstate Circuit, Inc., Majestic Theatre Bldg., Dallas, Tex. Am presently vacationing. Write, wire or call Mercer W. Colman, 4411 Ave. N<sup>3</sup>, Galveston, Tex. Phone 5-8204.

Projectionist, 14 years experience, available now. References furnished. Veteran World War II. James M. Kelley, Bonny Blue, Va.

Projectionist, six years experience, available October 1. Excellent references. Prefer the state of Tennessee. Boxoffice, 4322.

## SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

## POPCORN MACHINES

Popcorn machines, all makes, \$100 up. Kettles for all makes popcorn machines. Consolidated Confections, 1314 So. Wabash Ave., Chicago, Ill.

Burch, Manley, Creators, Star, all electric French fry types. 50 Hollywood type, theatre special electric poppers from \$250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

## THEATRICAL PRINTING

Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

## THEATRES WANTED

Theatre, Nebraska, western Iowa, northern Kansas. No brokers. Over 400 seats. Town 1,800 population or over. Confidential. Experienced. L. J. Burkitt, Sparta, Wis.

Sell your theatre privately. 32nd year. Highest reputation, know-how. Arthur Leak, Theatre Specialist, 3305 Caruth, Dallas, Tex.

Want Arkansas county seat type town, realistically priced. Boxoffice, 4306.

West Texas theatre wanted: \$55,000 cash available down. Ready anytime. Boxoffice, 4307.

Small drive-in, southwest. Town over 6,000. Will investigate anything thoroughly. Describe first letter. Boxoffice, 4308.

Theatre wanted, North or South Carolina. Prefer medium size town, no competition, with good earning capacity. Boxoffice, 4318.

Have buyer for paying drive-in. Must stand rigid inspection. Midwest, Ralph French Agency, Theatre Brokers, Colfax, Ill.

## DRIVE-IN THEATRE EQUIPMENT

Popcorn machines, half price. Wiener, Hamburger, Sno-Cone, Peanut Roasters, Warm Warmers. Poppers Supply, 179 Luckie, Atlanta, Ga.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

S.O.S. is drive-in headquarters. Here's why: Standard and Super Simplex, DeVry, Superior, Holmes, Weber available for 200 to 1,000 cars from \$1,595. Easy payment plan. Screen paint, \$6.50 gal.; amplifiers, all sizes, \$295 up; marquee letters, 35c up. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Underground electric cable, mfd. U. S. Rubber Co. U. S. approved, 11-2 stranded Duplex Neoprene, \$68 per M; 12 solid single Neoprene, \$45 per M. Immediate delivery. F.O.B., Covington, Ky. Sample on request. Southern Electric Supply, 117 E. 11th St., Covington, Ky.

Complete new super Simplex equipment for 300-car drive-in for sale. Speakers, wire, all booth equipment. Roxy Theatre, Caldwell, Ohio.

## GENERAL EQUIPMENT—NEW

Play up your attractions with tempered Masonite marquee letters, all sizes and colors: 4"—35c, 8"—50c, 10"—60c, 12"—85c, 14"—\$1.25, 16"—\$1.50. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Improve your theatre at low cost. Automatic curtain controls, special \$99.50; curtain track, \$2.19 ft.; stage settings, \$277.50; Jensen heavy duty 12" PM speakers, \$18.95; rectifier bulbs, 15 amp., \$4.59, 6 amp., \$2.95; coated lenses, \$100 pair. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

## GENERAL EQUIPMENT—USED

For sale: One factory rebuilt Valien No. 40 Curtin Control, \$77.50 FOB Cleveland. National Theatre Supply Co., 2123 Payne Ave., Cleveland, Ohio.

High intensity generators at low prices; 50/100 amp. 3-phase rebuilt like new, Roth autotector, \$595; Hertner transverter, \$625, including rheostats and control panel. Rebuilt Holmes dual 35mm outfits, \$605. Rebuilt Baby Strong ares, rectifiers, \$395 pair. Time deals invited. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

For Sale: Large air-blower, 5hp electric motor, hydraulic controls. Formerly used to cool 500-seat theatre. Reno Theatre, Appleton, Minn.

Wanted: Two late model Holmes machines, must be A-1. J. H. Ferris, Farmington, Iowa.

Two projectors, sound equipment, 160 chairs, popcorn machine and other complete equipment. Write P. O. Box 323, Grandville, Mo. Phone Kansas City, DWight 5672.

Complete pair Simplex rear-shutter machines with magazines, bases, lenses. Pair Weber soundheads, amplifier, stage speaker. Brenkert ares and rectifiers. All like new for best cash offer. Medfield Theatre, Medfield, Mass.

For Sale: Complete motion picture equipment for a six-hundred-seat theatre, including chairs, operating equipment, cooling system, etc. In fact, everything that it takes to operate a theatre of this size. This theatre is set up and ready to show you complete operation. We have lost the lease on this building and will sell the equipment to the highest bidder FOB San Angelo to be moved within ten days from date of purchase. If you wish to buy complete theatre equipment at your own price, get in touch with us immediately. R&R Theatres, San Angelo, Tex.

## STUDIO AND PRODUCTION EQUIPMENT

Movioia 35mm composite sound, \$695; Bell & Howell 35mm step printer, \$995; Bridgmatte negative-positive developing machine, \$3,000 value, \$1,695; Hallen synchronous magnetic recorder, late type, \$1,295; 5,000W Sunspots on stands, \$77.50; Maurer camera with magazines, 2 motors, less dissolve, \$2,950; Maurer BM 16mm recorder, 4 posimeter, noise reduction, power supply, etc., \$4,000 value, \$2,495; new 35mm continuous sound and picture printers, \$995. Sensational: New Bridgmatte Jr. 16mm developing machines (plus tax), \$1,000; Dupre reduction printer, 35/16mm sound w-set generator, \$7,500 value, \$2,995. We pay cash for used equipment. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

## BUSINESS STIMULATORS

Dartaway: Two sensational new theatre games of skill. Dartaway Enterprises, Inc., Shawnee, Kas.

Bingo with more action, \$3.50 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Giveaway New 1951 car. No cost to theatre. towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddie shows. Large variety, latest newstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premium (exclusively) since 1939.

Bingo die-cut cards, 75 or 100 numbers, \$3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

Stage shows, well organized traveling units now available on percentage or flat. All units equipped with lobby trailers, display mats, photos, etc. Amusement Enterprises, 1211 Louisiana, Houston, Tex.

## AIR CONDITIONING

Heavy duty bucket blade exhaust fans at last year's prices: 12"—\$25.50, 16"—\$37.50, 18"—\$45.50. Prompt deliveries all sizes blowers and air washers. Send for details. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

## THEATRE TICKETS

Prompt service. Special printed roll tickets, 100,000, \$26.70; 10,000, \$7.80; 2,000, \$4.95. Each change in admission price, including change in color, \$3 extra. Double numbering extra. F.O.B. Kansas City, Mo. Cash with order. Kansas City Ticket Co., 109 W. 18th St., "Film Row," Kansas City 8, Mo.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

## THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Build double parking drive-in theatres under franchise Patent No. 2,102,718, release No. 22-753 and improvements, patent pending. Up to 30 per cent more seating capacity with little additional cost. Louis Josseland, architect, 3908 S. Main St., Houston, Tex.

Pacific Northwest theatres for sale. Write for list. Pacific Northwest Theatre Sales (Div.), Fred B. Ludwig, Bk. 4229 N. E. Broadway, Portland 13, Ore.

Theatres for sale: Pacific Northwest. Listing in Oregon, Washington, Idaho. Write O. H. Durham, Sound Realty & Investment Co., 706 Stewart Street, Seattle, Washington.

Private listings—Good situations in Texas that will bear strict investigation. Information only at Southland Theatre Brokers, 403 S. Harwood, Dallas. Phone Randolph 8922.

Theatres and businesses in Montana. Anything you may want. Write Gavin Realty, 127 W. Main, Missoula, Mont.

Contact Walter Jackson, Realtor, Chillicothe, Mo., to buy or sell theatres.

Shreveport, Louisiana. De luxe drive-in theatre, \$175,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Lawton, Oklahoma. 800-car de luxe drive-in. Room for more needed speakers. The first and best in the state, \$175,000. A beautiful plant, doing plenty business. "Joe" Joseph, 2621 Milton, Dallas.

Dallas, Texas. 700 seats, suburban, brick building, two extra parking lots, \$80,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Wichita Falls, Texas. 300 seats, grind house. Shepard Field Air Base in full swing. Chance to make it quick; \$10,000 cash total. "Joe" Joseph, Dallas.

Fort Worth, Texas. 900 seats, new de luxe suburban. Beautiful theatre in new shopping center with plenty parking space. \$75,000, half down. "Joe" Joseph, 2621 Milton, Dallas.

Birmingham, Alabama. 500 seats, near defense plant, suburban. Sell family set-up; \$19,500. "Joe" Joseph, 2621 Milton, Dallas.

Mississippi Gulf coast's finest theatre. All particulars my office. "Joe" Joseph, 2621 Milton, Dallas.

Timson, Texas. Two theatres, includes "A" house building; \$44,000, about \$25,000 down. "Joe" Joseph, 2621 Milton, Dallas.

Modern theatre, 485-seat, town 5,000, eastern Pennsylvania; two apartments, store. Reason: Partner disagreement. Priced reasonable. Box-office, 4309.

For sale: Small town theatre. Compelled to sell. Will sell at sacrifice price. Contact owner, Chester Norman, Geneseo, Kas.

Ideal family operation, 350 seats, small Ohio town, trading area 3,500. No competition. Owner can't handle, will sacrifice for \$25,000 and finance right party. Boxoffice, 4315.

Michigan theatres: 187 seats, and ranging up to 650 seats. These are located in all parts of Michigan, priced from \$12,000 up, terms. To buy theatres in Michigan, write or call Edwin Van Sickle, Broker, Charlotte, Mich.

Texas outright lease: 675 seats, nice plant, flash front, ample parking. Everything, \$350 monthly rental. Also same arrangement, 900 seats. Everything, \$1,000 month. Experienced showman only. Write experience fully. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

Attention, Theatre Buyer! Have \$32,000 equity in beautiful 3-year-old theatre, with rentals and living quarters. Must sell building and all. No reasonable offer refused, unlimited potentials, no dealers. Boxoffice, 4316.

Theatre, Cedar Rapids, Iowa: 450 seats, good business, ideal for family operation. Good lease, reasonably priced with terms. Owner has other business. Art Adams Agency, 311 O.R.C. Bldg., Cedar Rapids, Iowa. Phone 7832.

350-seat theatre. Small Kansas town. No other theatre within 20 miles. Property, building, all equipment, \$20,000 cash. Boxoffice, 4319.

New drive-in. Only one in town of 18,000. Ideal climate. Finest equipment. Boxoffice, 4313.

For Sale: Small town theatre, 300 seats, equipment, building. Family type operation. Shepp Theatre, Smithton, Pa.

Wisconsin summer resort town: Only theatre. 300 seats, air-conditioned, two rentals. Population normal, 2,500—summer, about 3,500. Same owner 18 years. Will sell for cash only, includes property. No brokers. For details, write Box-office, 4320.

300-seat theatre, in defense plant town. Thriving community, good business. Price, \$2,500. For more information, write Gordon Godfrey, Cozy Theatre, Savannah, Ga.

Theatre for sale or lease: Recently remodeled, 568 seats. Air conditioned. Two tenants. Owner can live in building. Subsequent run. Indianapolis, Ind. Boxoffice, 4323.

Nearly ideal. Own all theatres including fine drive-in, southern midwest county seat over 5,500. Thriving (heavy payroll). Housing included. Same ownership nearly quarter century. High profits obvious. Three-year payout indicated. \$30,000 to \$50,000 cash down, \$93,000 total. One choice properties several years. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

## THEATRES FOR SALE (Cont'd)

Theatre for sale: Modern new building 1947, cry room, private box. Ultra modern equipment throughout, all RCA. Brand new Manley de luxe popcorn machine this year. 383 seats. Very nice living quarters in theatre building right on ground floor. Also fully equipped beauty shop with tile floor in basement now rented. First run house with no competition, located in the heart of the tobacco and dairy Kiekapoo valley—La Farge, Wis. Can give possession in 30 days. Beautiful stage also. Very good business. Other interests right here in La Farge take all my time, and wife can no longer take care of theatre because of her health. Complete, will sacrifice for \$40,000, only \$10,000 down payment. You couldn't build it for less than \$75,000. A wonderful buy. Harold L. Callaway, Mars Theatre, La Farge, Wis.

Texas controlled county seat near 3,000. Adding 500 employees 1951. One most consistent profit makers anywhere. \$28,000 down. Near 500 seats. Prolonged careful check requested. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

Modern drive-in, Arkansas college county seat 10,000. Nearest competition 45 miles. Large tract included. Concessions run 35/40% tickets. \$38,500. Liberal terms. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

Drive-in. Controls rich Texas county seat 9,500. Excellent location, plant. Unusual apartment included. \$14,500. \$29,500 down. A preferred investment. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

\$18,500 down. Including building, double lot, good equipment. Very profitable business, controlling attractive county seat 2,700. Two large payrolls. Ample proof excellent consistent profits. Wonderful place live and enjoy life near Ozarks. Exceptional value. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

Texas gulf area. 500 seats, showing excellent gross under adverse circumstances. \$33,000, \$18,000 down. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

1,500 seats. One west Texas leading office. Long established operation showing consistent profit. \$55,000 down. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas, Tex.

## THEATRE SEATING

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Seat Covers: Sewed combinations, all makes, all styles. Send your sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seal cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Upholstery Fabrics: All kinds. All colors. Send your sample for matching. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permatone anchor cement. Fensin Seating Co., Chicago 5.

No more torn seats: Repair with the original Patch-A-Seal. Complete kit, \$6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

No more loose chairs: Get "Firmstone" Anchor cement, \$5 per box. General Chair Co., Chicago 22, Ill.

Complete seating service, sewn cushion and back covers. New cushions, parts. Chairs rebuilt in your theatre without interruption. Theatre Seat Service Co., 160 Hermitage Ave., Nashville, Tenn.

For Sale: 1,000 Heywood-Wakefield chairs. Can be seen at Broadway Theatre, Albert Lea, Minn. Bargain price for fast deal.

Why worry about new chairs? Our rebuilds will serve your purpose and save you plenty: 293 rebuilt Andrews inserted panelback spring cushion, \$4.95; 223 rebuilt late International fully upholstered with spring edge cushions, \$8.95; 1,400 ideal slidebacks, like new, \$13.95. Send for latest chair bulletin. Dept. C. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

850 American outdoor-stadium chairs, only one year old. Buy any quantity. Write for photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago.



# BOGART'S

## SOCKO IN

# "SIROCCO"

AT THE

# CAPITOL, N.Y.

Columbia's pre-release off to a red hot  
start in this year's hottest week!



Columbia Pictures presents **HUMPHREY BOGART** IN **SIROCCO** CO-STARRING **MARTA TOREN • LEE J. COBB**  
WITH EVERETT SLOANE • GERALD MOHR • ZERO MOSTEL • SCREEN PLAY BY A. I. BEZZERIDES AND HANS JACOBY • BASED UPON THE NOVEL "COUP DE GRACE", BY JOSEPH KESSEL • A SANTANA  
PRODUCTION • PRODUCED BY ROBERT LORD • DIRECTED BY CURTIS BERNHARDT